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COFFEE & TEA INDUSTRIES

and The Flavor Field

81st YEAR

JUNE, 1958

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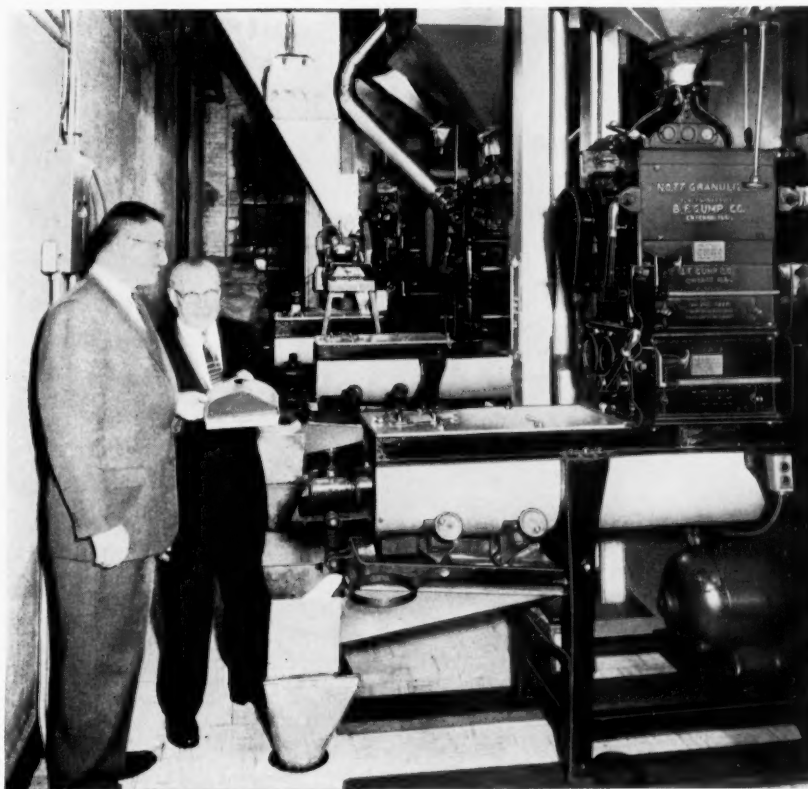
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JUNE, 1958

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Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES *and The Flavor Field*

81st Year

June, 1958

Vol. 81, No. 6

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81st Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

JUNE, 1958

"I see the Pan American
Coffee Bureau's new
consumer ad campaign
stresses properly
brewed coffee..."



Murray Kaplan
Vice President
Cecilware-Commodore

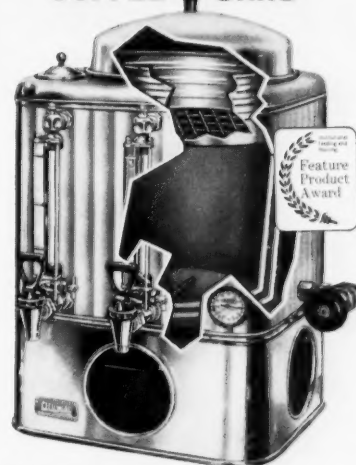


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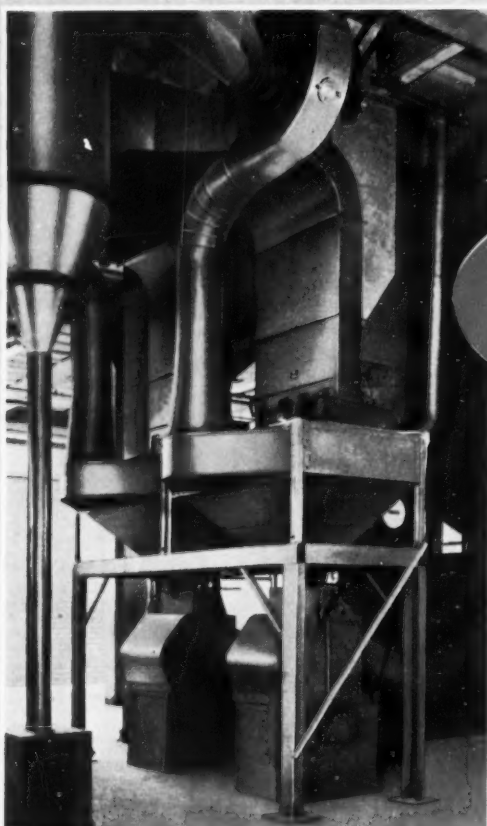


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why the coffee break helps efficiency . . . morale . . . safety

On a typical working day in the United States 71% of all factory, office and store workers are permitted or encouraged by their employers to pause for ten or 15 minutes for a coffee-break.¹ Most frequently, it is in the morning; often it is in the afternoon; and sometimes coffee-breaks come both morning and afternoon.

Aside from the pleasure of drinking coffee—47,000,000 cups a day during these periods—does this national custom of ours contribute anything? Medical people and many office and factory managers say yes. They say that if the coffee-break is kept to a reasonable length of time, it increases production and lifts employee morale. It can also reduce accidents.

One reason why management and medical authorities favor the coffee-break has nothing directly to do with coffee. Almost everyone in modern life benefits when he is given an occasional break from his job, whether he has anything to eat or drink during his break or not. Such rest periods send the worker back to his desk or bench refreshed and better able to cope with his job.

In some trades and professions, rest periods are necessary for health and safety. Bartley and Chute² point out that in some cases they help the sedentary worker as much as the heavy laborer, although in a different way. They particularly recommend rest periods for jobs which call for strict attention and those which are repetitive and unvaried.

"When used judiciously," they say, "rest periods have almost invariably resulted both in greater employee satisfaction and in increased production."

Any short rest is good; for most people, however, a cup of coffee makes the rest more effective as well as more pleasant. In a recent paper, Dr. Carney Landis of Columbia University³ describes coffee as a mild stimulant "giving rise to greater mental and muscular efficiency." Goodman and Gilman⁴ in their "Pharmacological Basis of Therapeutics" say very much the same thing, adding that a cup or two of coffee leads to more sustained intellectual effort and a more perfect association of ideas. Hollingworth⁵ and other investigators have tested these observations successfully in relation to specific jobs, such as typing, calculating, color recognition, etc.

The same good effects of coffee which have been found in laboratory tests have been proved over and over again in the more practical environment of office and factory. In a survey among more than 1,000 business and industrial firms, 82% of the respondents reported a reduction in worker fatigue after a coffee-break and 62% reported definite improvements in productivity.

The coffee-break has also thoroughly justified itself in safety programs, both industrial and motor vehicle. The American Medical Association⁶ is only one of many authorities to recommend that motorists stop every two hours or so when on long drives, while many factory operations enforce the same procedure for machine work-

ers. The coffee-break is recommended as a safety procedure even for farmers, whose accident rates in some parts of the United States are alarmingly high.

There is good physiological reason why the coffee-break lifts morale and improves human relationships in office or factory. Haggard and Greenberg⁷ and other researchers have found that a snack between meals helps restore blood sugar levels and in the process improves human dispositions and tempers.

Dr. Ernest Dichter⁸ has written that psychologically, the coffee-break can be a potent tool for good employer-

Want copies of this article?

Can you put this article to good use? Do you want to send it to customers? Put it into the hands of your salesmen? Distribute it to other places where it can help the coffee break?

Copies are available in booklet form from the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y., which prepared the material.

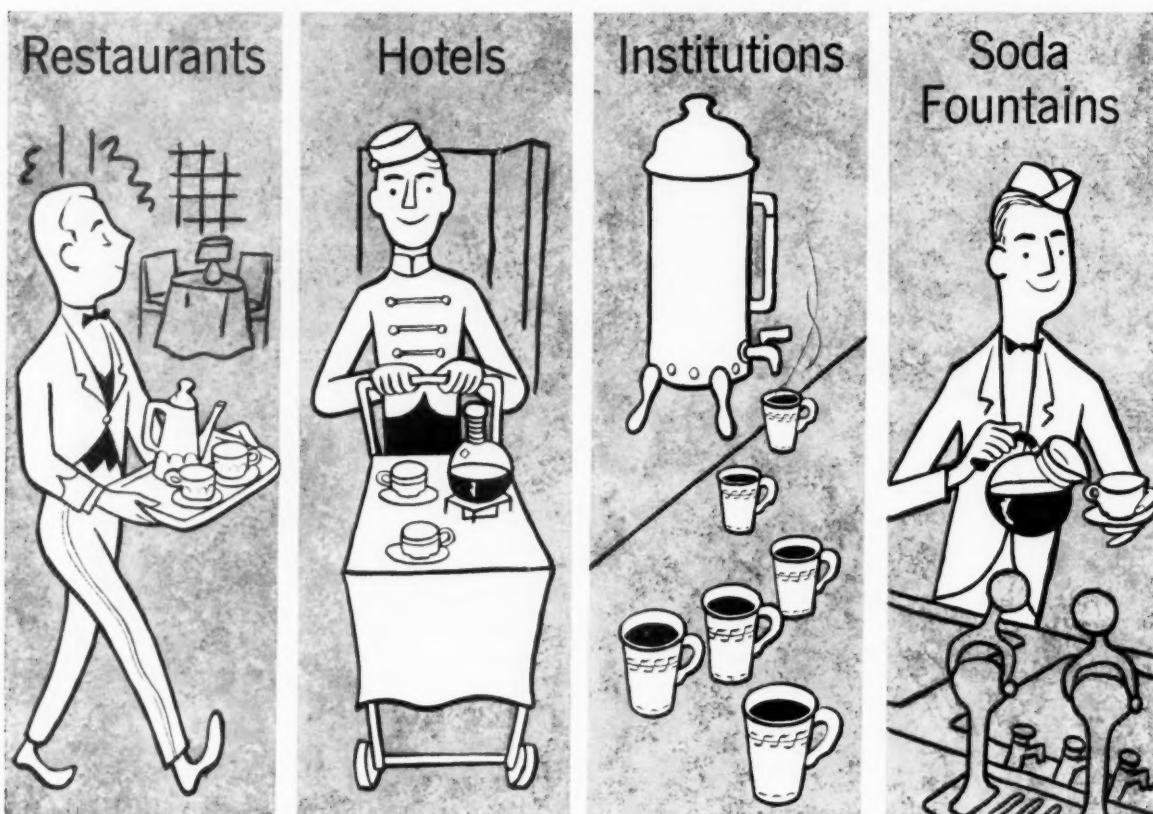
employee relations. In a motivational study of coffee consumption, he found that most employees today seem to take it almost for granted that they will be allowed time for a coffee-break, but that they are very critical of what they consider to be management's attitude towards the custom. They welcome rather than resist a break which is run in an efficient and businesslike way, but they resent it if they think management begrudges the necessary time.

Among the many endorsements which have been given the coffee-break, none is more telling than a decision made in the summer of 1956 by a Federal Court.⁹ The Court held what many office and factory managers have known for a long time—that the coffee-break today can be as much of a benefit to the employer as to the employee.

FOOTNOTES

1. *Coffee Drinking in the United States, Winter of 1957*, New York: Pan-American Coffee Bureau, 1958, pp. 4-5.
2. Bartley and Chute: *Fatigue and Impairment in Man*, New York: McGraw-Hill, 1947, p. 181.
3. Landis, Carney: *Effects of Coffee on Adult Consumers*, Mss., Pan-American Coffee Bureau, p. 24.
4. Goodman and Gilman: *Pharmacological Basis of Therapeutics*, (2 ed), New York: Macmillan, 1955, pp. 340-341.
5. Hollingworth, H. L.: *Influence of Caffeine on Mental and Motor Efficiency*, New York: Archives of Psychology, No. 22, April, 1912.
6. *Are You Fit to Drive?*, American Medical Association in cooperation with Center of Safety Education, New York University, p. 7.
7. Haggard and Greenberg: *Diet and Physical Efficiency*, New Haven: Yale, 1935, p. 150.
8. Dichter, Ernest: *New Horizons for Coffee Promotion*, New York: Pan-American Coffee Bureau, 1955.
9. *Mitchell v. Greinert*, 235 F. 2d 621 (U.S. Court of Appeals, 10th Circuit, Denver, July 24, 1956).

Fact: More and more coffee is
being consumed away from home!



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"Away-from-home" consumption of coffee is at an all-time high, and is continuing to grow! One of the greatest sales advantages you can offer is the *assurance* that your fine blends will be received at their very *freshest*—*vacuum-packed*, of course, in convenient, economical metal containers!

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American Can Company

COFFEE & TEA INDUSTRIES and The Flavor Field

Premiums in 1958

A COFFEE & TEA INDUSTRIES

"fact-reference" feature

- ★ **Report: Ninth Annual National Coffee & Tea Premium Survey**
- ★ **Directory: Coffee & Tea Industries' 1958 Premium Buying Guide**
- ★ **Index: 1958 Checklist, with Addresses of Premium Suppliers**

Almost three out of five coffee roasters and tea packers are turning to premium promotions this year to boost sales volume.

This is a near record. Moreover, the companies are tending to use premiums more intensively.

These are among the trends revealed by the ninth annual survey of premium use conducted by COFFEE & TEA INDUSTRIES, formerly The Spice Mill, now in its 81st year of continuous publication.

The survey is conducted by COFFEE & TEA INDUSTRIES as a service to the industries it covers.

The pattern of premium delivery is shifting away from separate handling by the food store. More coffee and tea premiums are now delivered by mail direct to the consumer than any other way. Putting the premium in, or on, the package is the next most popular method.

Last year's trend to self-liquidators is continuing, with a wider lead this year over other types of offers.

Coffee and tea companies are leaning more heavily on items for the home, with less variety of products offered than was true last year.

The home consumer is still the big target for coffee and tea premium promotions. But premiums for restaurants are spreading slowly.

Premium use: 3 out of 5 do it

Nearly three out of every five coffee and tea packers are using premium promotions this year to boost sales volume.

This is near-record popularity. The peak was reached in 1955, and again last year.

Premium intensity is continuing to mount. Where coffee or tea firms change last year's policies, they usually do it to run more premium offers.

Recession is having the opposite effect, however, on some companies in these fields. They are using less premiums, according to the ninth annual survey conducted by COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

Nearly 59% of the survey respondents said they were using premium promotions this year. In 1957 the ratio was 61%, a record high also reached in 1955. Between these peak years, in 1956, the figure sagged to 57%.

In the main, the proportion remains relatively constant. In 1954, the figure was 58%. During the five years through 1958, the proportion ranged only three percentage points.

Anti-premium attitudes among non-users in the coffee and tea field appear to be deeply rooted. Where such an attitude is expressed, it is done with firmness, even passion.

In most instances, the attitude is based on separation of premium promotions from recognized advertising and merchandising methods. A premium, many of these people believe, is just a cut in price; it can be run only at the expense of quality.

The premium industry itself thinks otherwise, of course. But it has made no serious efforts to convince non-premium users among coffee and tea firms. At least, no efforts which have been effective.

Of the survey respondents who use premiums, less than half—47.1%—are going along at the same level of such promotions this year as last.

Where there is a change, it is in the direction of more intensive premium use. This trend was indicated by 27.8% of the companies.

It is a trend which carries over from last year, but at a slackened pace. In 1957, stepped up premium promotions were reported by 49% of the companies employing the technique.

Only 19.5% of these firms said they were using less premiums this year than last.

A number of the companies, especially in the institutional and wagon route fields, attributed the drop to the recession.

One of these firms, a wagon route operator, put it bluntly: "Employment drop—fewer customers."

The picture varied considerably from area to area. Another wagon route operator, in a different region, reported a decided increase in premium activity. The reason: "New accounts."

Some of the premium-using respondents—about 5.6%—did not answer the questions on premium activity this year compared to last year.

Offers: self-liquidators still tops

Self-liquidating offers are leading all other coffee and tea promotions in frequency, according to the ninth annual survey conducted by COFFEE & TEA INDUSTRIES.

This continues the trend set last year, when self-liquidators tumbled give-aways from top position.

More than half the promotions reported—52.9%—were self-liquidating. This is not far from the 57% noted last year, but it represents an even wider lead over other types of offers.

Give-aways are in second place this year, with 36.2% of the mentions. They were in second place last year, too, but with a whopping 48% then.

(Please note that many of the companies use more than one type of offer.)

Combination deals are in third place this year, as they were in 1957. Here too, however, is a weaker third than a year ago.

This year 36.1% of the premium users noted these offers, compared with 45% in 1957.

In preceding years, the proportions were these: 1956, 37%; 1955, 31%; 1954, 34%.

Continuity deals, usually based on coupons and a full line of redeemable items, were reported by 22.2% of these respondents.

This compares with more than 15% in 1957, 24% in 1956 and 29% in 1955.

One company reported a continuity set-up for a price

cut. Each pound of coffee or package of tea purchased was good for a 5¢ credit on a subsequent purchase.

Items: back to household premiums

Coffee and tea packers are keeping to known ground on premiums this year. They are swinging back to household items, always the backbone of offers in these fields.

Last year they had ventured into new areas, trying new types of merchandise.

More than 85% of the coffee and tea premiums offered so far this year were for the home, according to the ninth annual survey conducted by COFFEE & TEA INDUSTRIES.

Last year these items represented only 74% of the offers.

Moreover, many of the companies turned to items directly associated with their products. Coffee items, for example—coffee makers, instant coffee decanters, coffee mugs—accounted for a whopping 16.3% of all the offers.

A distant second to premiums for the home were sporting goods items. These represented slightly more than 4.2% of the offers.

Delivery: away from food store handling

Delivery of coffee and tea premiums by mail from the plant continues to top other methods.

This trend, revealed by the 1958 survey of premium use by COFFEE & TEA INDUSTRIES, deepens the shift to mail delivery begun two years ago.

About 47.1% of the coffee and tea companies using premiums deliver their items this way, survey results indicated.

A year ago the proportion was 40%; in 1956 it was 31%.

The trend may be in response to mounting indications by food store operators that they found separate handling of premium items a headache.

Next most popular method of premium delivery was putting the item on, or in, the package. In some instances, the product itself was in the premium—as in the case of tea packed inside glass tumblers.

This type of delivery—in, or on, the package—was reported by 33.2% of the companies which employ premiums. This is a sharp rise from the 12% noted in 1957, when "with package" delivery was in second place.

Wagon route delivery was noted by less than 28% of the coffee and tea firms, a shade ahead of the 27% last year.

Wagon delivery was the method used by all the home service coffee and tea firms. It was also reported by companies delivering premiums by truck to restaurant customers.

In line with the jump in both mail and "with package" delivery, distribution of the items via food stores plummeted to fourth place.

Only 13.9% listed this method, compared to 32% last year, when it was in second place.

Mail was used by a number of respondents, but not from their plants. Delivery was handled by premium service companies, premium suppliers or mailing houses.

In a number of instances, usually involving restaurant customers or premiums for food store dealers, items were delivered by salesmen.

Many of the companies use more than one delivery method.

(Continued on page 23)

SILEX Appliance SPECIALTIES

**GREATER
TURNOVER!
GREATER
PROFITS!**



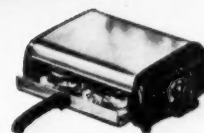
Starlight Carafe and Elec-Trivet Set
Tiny lights twinkle through the trivet's star cut-outs, reflecting on carafe. Beautifully styled in copper and wrought iron. 8-cup set **\$10.45**
12-cup set **\$10.95**



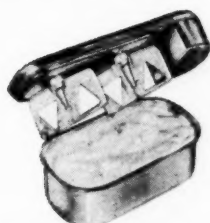
Handyfreeze Ice Cream Freezer Real old fashioned ice cream made the modern, electric way! Handsome, natural wood and copper bucket. From **\$29.95**



Electric Glass Coffeemaker Always a best seller because it's famous for wonderful coffee. Semi-automatic brewing stove. **\$13.95**



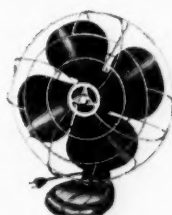
Toaster-Broiler Toasts, grills, broils with automatic heat control — right at the table! Modern... in copper and jet black. **\$14.95**



Home-Aid Ice Cream Freezer Makes 1½ quarts of creamy-smooth ice cream with home-made flavor... right in the refrigerator. **\$19.95**



Fully-Automatic Percolator Has signal light and adjustable flavor control. Coffee kept at serving temperature automatically. **\$16.95**



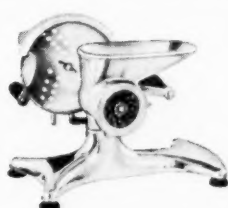
Handybreeze Fans A complete line, 6-inch table models to 20-inch deluxe window fans. **\$7.95 to \$69.95**



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COFFEE & TEA INDUSTRIES'

1958 Premium Buying Guide

This Coffee and Tea Premium Buying Guide, prepared from information submitted for the purpose by the companies listed, carries forward this publication's 81-year tradition of service to the coffee and tea industries.

Use the Buying Guide in conjunction with the Premium Suppliers' Index, which follows it.

Check the buying Guide for premium classifications in which you are interested. You will find, under each classification, names of companies supplying that type of pre-

mium. For the address of any of these companies, look at the Suppliers' Index.

A listing in bold face type means the company has an advertisement in this issue. In most cases, you can find helpful additional detail about that premium in the advertisement.

If you need more information about coffee and tea premiums, sources or problems, drop a line to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

APPLIANCES ELECTRIC

Arvin Industries, Inc.
Balanced Foods, Inc.
Bell Products Co.
Briddle Inc., Chas. D.
Burpee Co.
Capitol Products Co., Inc.
Casco Products Corp.
Century Enterprises, Inc.
Competition Chemicals
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Eversharp Food Slicing Machine Co.
Farber Inc., S. W.

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Stainless Steel Automatic Electric Cook-
ware; Frypans, Dutch Ovens, Saucepans,
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LASKO METAL PROD., INC.

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MacDonald Co., E. F.
Madison Industries, Inc.
Metal Ware Corp., The
Mirro Aluminum Co.
National Food Slicing Machine Co.
National Presto Industries, Inc.
Northeast Electric Co.
Oster Mfg. Co., John
Philco Corp.
Proctor Electric Co.
Regal Ware, Inc.
Rival Mfg. Co.
Shaw Sales Co.
Silex Co., The
Silken Shopping Service

Son-Chief Electrics Inc.
Supreme Product Corp.
Travellers Premium Co.

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Almont Mfg. Co., Inc.
Badgley Mfg. Co.
Blossom Mfg. Co., Inc.
Brooks, Inc., A. N.
Chaseline (Div. Chase Bag Co.)
Erell Mfg. Co.
Excello Ltd.
Fabriko, Inc.
Herman Products Inc., Edlen
Omo Mfg. Co., The
Rosenthal & Co., A. R.
Sultan & Sons, Jos.
Triangle Mfg. Co.

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Acme Quilting Co.
Advertisers Mfg. Co.
Aerolux Light Corp.
American Family Scale Co.
Artistic Royal Krafts Ltd.
Athol Comb Co.
Babyville Products Co.
Baby World Co., Inc.
Badgley Mfg. Co.
Bar Zim Toy Mfg. Co., Inc.
Beacon Plastics Corp.
Bijou Mfg. Co., Inc.
Bryant Electric Co., The
Buffalo Chair Corp.
Campro Products, Inc.
Cardinal Parfums Inc.
China Novelties & Artware
DeCo Associates
Dipcraft Mfg. Co.
Douglas Co., Inc.
Ellmore Silver Co., The
Englishtown Corp., The
E-Z-Por Corp.
Fabriko, Inc.
Fashioncraft Products
Flagg Doll Co., Inc.
Flambeau Plastics Corp.
Fletcher Enamel Co.
Hobby Hill
"Husk" O'Hare Inc.
Kellogg Brush Mfg. Co.
Kusan Plastics Inc.
Lockport Mills Inc.

Lockwood Co., Lawrence A.
Martinelli Rogers Plastic Corp., A. C.
Monarch Cutlery Mfg. Co.
Nappe-Smith Mfg. Co.
Nateo Products Corp.
Omo Mfg. Co., The
Pindyck Inc., Charles
Pingree Associates
Plastic Masters Inc.
Plaza Mfg. Co., Inc.
Princess Basket Co., The
Promotional Service Inc.
Rich Inc., Howard B.
Softskin Toy Inc.
Spir-it Inc.
Sponholz
Sweeney Mfr., Inc., W. R.
Velva-Sheen Mfg. Co.
Vollrath Co., Jacob
Ueberall Co., Joseph
United States Stamping Co.

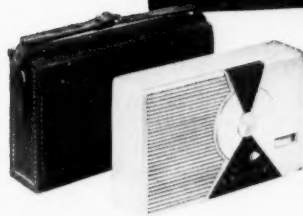
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Barr Rubber Products Co.
Dipcraft Mfg. Co.
Eastern Adcraft Co.
Fli-Back Sales Corp.
Hausman Sales Co.
Lee-Tex Rubber Products Corp. of
Illinois
Maple City Rubber Co., The
Oak Rubber Co., The
Shopper's Service Inc.
Talking Devices Co.

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Artistic Royal Krafts Ltd.
Bayes Mfg. Co., Inc.
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Commonwealth Plastics Corp.
Ellmore Silver Co., The
Everts Co., Harold
Fashioncraft Products
Flambeau Plastics Corp.
Frank Plastics Corp.
Gallstyn Co., Inc., The
General Glassware Co.

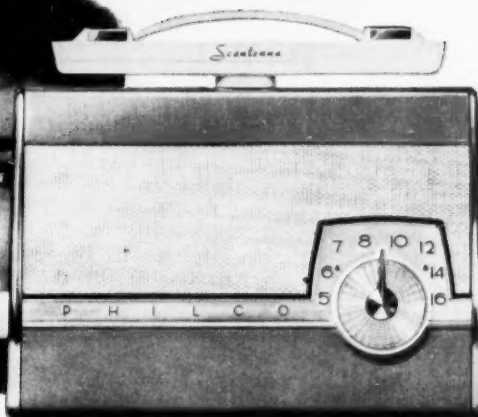
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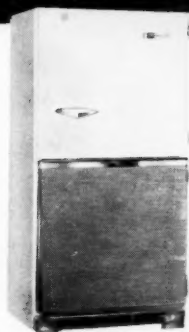
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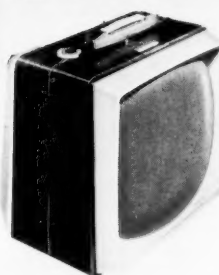
Philco "Super Marketer"—New Tri-frigeration provides all of today's food-keeping requirements. (Model RF-1688 illustrated.)

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The perfect portable TV!
All excess bulk removed.
Trimmer, easier to carry.



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as low as \$119.95



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"Phonorama IV" by Philco is custom High Fidelity... a complete system of balanced "Living Sound".

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the name that makes promotions pull and pay!

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Ply Line Co.
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Rowoco Inc.
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New Trend Products
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Noymer Mfg. Co.
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It's a Self-Liquidator! It's a Profitmaker!
OVER 500 MILLION SOLD

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PLASTER
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EASY TO REMOVE
NO OTHER USE FOR THE INSTRUCTIONS
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10¢

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HOLDS 15 LBS.
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HANGS PICTURES WITHOUT DAMAGING WALLS
HOLDS
PICTURES
PLASTER
GALLERY
SAFE
EASY TO APPLY
EASY TO REMOVE
NO OTHER USE FOR THE INSTRUCTIONS
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Jiffy 38
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HOLDS 15 LBS.
HOLDS
PICTURES
PLASTER
GALLERY
SAFE
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Poster
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This revolutionary new picture hanger has been written up in national magazines and newspapers. It's the greatest seller, since picture hanging was first thought of. Hangs Pictures without hammer or nails. Goes on tile, glass, metal, concrete, plaster. You just wet and apply, when removed leaves no tell-tale mark.

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The most constructive and revolutionary Picture Hanger on the U.S. Market. Tested and approved by leading testing laboratories. Sells and repeats all year round. Millions of homes waiting to be supplied.

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 Krass Industries
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 McDonald Products Corp.
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Stainless Steel thirty and fifty-five cup
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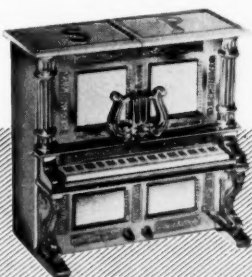
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 Present Trading Corp.
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Wear-Ever Aluminum, Inc.

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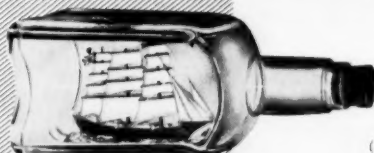
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UP POPS SALT 'N' PEPPER



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"BOOK RACK"
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SHIP
IN
BOTTLE
(DO IT YOURSELF)

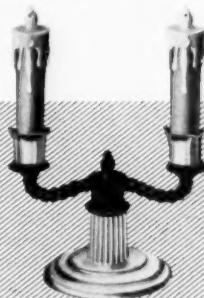
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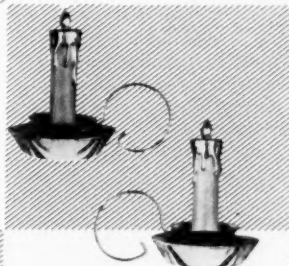
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CHRISTMAS CARD TREE



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E-Z-Por Corp.
Flambeau Plastics Corp.
Howard Associates, Holt
Jet's Brand Products
Kees Mfg. Co., F. D.
Mathiew Products Co., Mary
Maxwell-Phillips Co., Inc.
Mid-State Products Co.
Mirro Aluminum Co.
Newland, Schweelock & Piek, Inc.
Old Dutch Trading Co.
Olympic Metals Corp.
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Matson Mfg. Co., Inc.
Mechanical Mirror Works Sales Corp.
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Oster Mfg. Co., John
Paris Cosmetics Inc.
Personalized Soap Co.
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New, novel "coffee-break" cup. Custom-decorated, **permanently**, with your company's name, emblem or trade-mark.

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Ekco Products
Elpo Products Co.
Englishtown Corp., The
Farber Enterprises Inc., Alfred
Funke & Hoffman
Hamilton Import Corp.
Hausman Sales Co.
Holland Co., Charles P.
Kirks Ltd.
Lamson & Goodnow Mfg. Co.
Latama Inc.
Lifetime Cutlery Co.
Lockwood Co., Lawrence A.
Loeb Inc., Ben S.
Marhill Co., Inc., The
Maxwell-Phillip Co., Inc.
Miller Associates Inc., John F.
Niblack Co., K. G.
Pencil Specialty Co.
Phelan Magnagrip Co., Inc.
Present Trading Corp.
Promotional Service Inc.
Quackenbush Inc., H. M.
Quikut Inc.
Ralco Products Co.
Regent-Sheffield Ltd.
Robeson Cutlery Co., Inc.
Silvercraft Co., Inc.
Singer-Dorfman
Supreme Cutlery Corp.
Utica Cutlery Co.

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Kitchen, Table Cutlery; Kitchen, Barbecue Tools; Stainless Tableware; Utensils available in all price ranges.

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Custom-decorated ashtrays, coasters, cups and pencil-caddies. Beautifully, **permanently** decorated with your company's emblem.

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Douglas Co., Inc.
Ideal Toy Corp.
Kiddie Brush & Toy Co.
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Lyn White Creations Inc.
Roberta Doll Co., Inc.
Tee Jay Toys Inc.
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Dow Corning Corp.
Eastern Aircraft Co.

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Adspro Associates
Alpine Products Co., Inc.
Armitage Co.
Ashe Co., H. T.
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Daniels & Co., Inc., M. B.
Delta Electric Co.
Economy Electric Lantern Co., Inc.
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Pencil Specialty Co.
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Hampden Specialty Products Inc.
Hoffman Products Co., Inc.
Howard Housewares
Katz Sales Co., Henry
Kees Mfg. Co., F. D.
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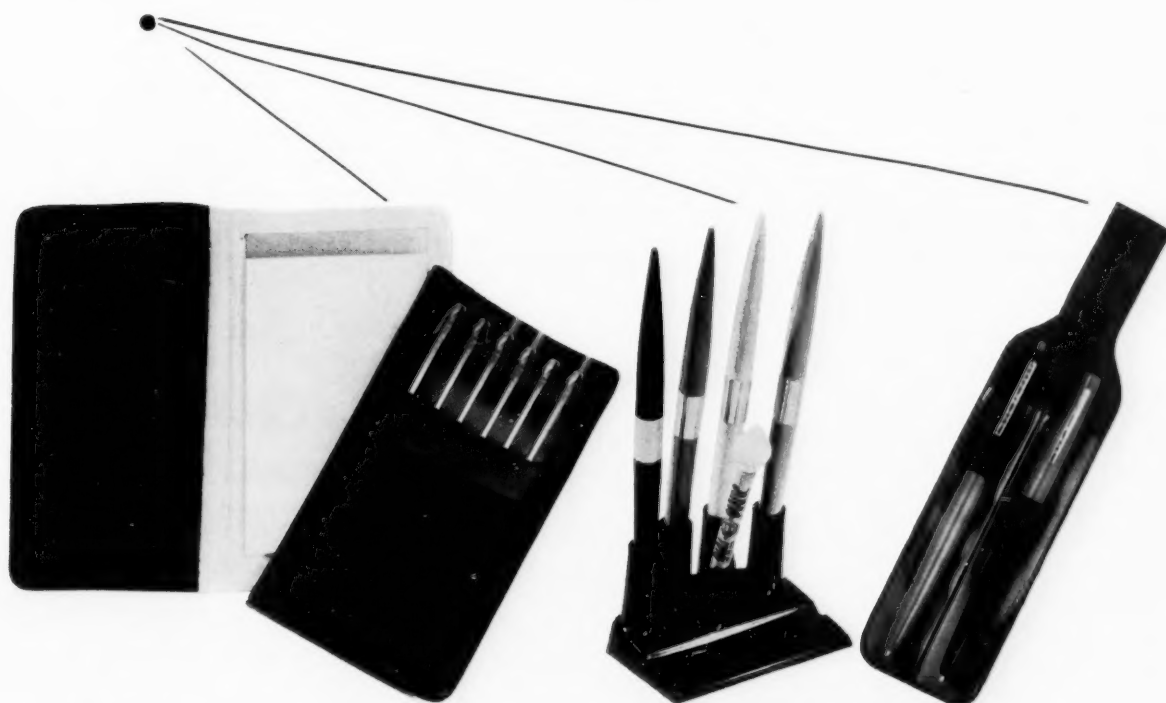
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The three items shown here have all three and are proven sellers in your industry.



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(A) Consists of 6 Top Action Retractable Pens and 1 Secretary with Refillable Memo Pad. Only \$5.40 per doz. Also available with 5 pens at \$4.70 per doz.

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Everts Co., Harold
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Frank Plastics Corp.
Kem Plastic Playing Cards Inc.
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Korlis Ltd.
Martin Rubber Co., Inc.
Prevue Radsell Co.
Shopper's Service Inc.
Star Products of the Americas
Steven Mfg. Co.
Tracies Co., The
United Trading Stamp Co.
Wham-O Mfg. Co.

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American Gift Craft Co., Inc.
Anchor Hocking Glass Corp.
Automotive Rubber Co., Inc.
Continental Can Co.
Cranston Crockery Co.
Daniel's Co., Inc., M. B.
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E-Z-Por Corp.
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Indiana Glass Co.

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Glasses decorated just for you . . .
Ideal for premiums, souvenirs, gifts,
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Associate Leathercrafters
Basset Co., W. E.
Budd Leather Co.
Hagerstown Leather Goods Co.
Kadin Bros., Inc.
L'Argene Products Co., Inc.
Marhill Co., Inc., The
Nibur Mfg. Co., Inc.
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Skalny Basket Co., Inc., L.
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Superb Cast Mfg. Co.
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Brearley Co., The
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Campro Products Inc.
Carlisle Mfg. Co.
Cavalier Glass Co.
Citation Housewares Inc.
Continental Can Co.
Cordell Industries
Dormeyer-Graham Co.
Dornich & Son, Joseph P.
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Elpro Products Inc.
E-Z-Do
Frohock-Stewart Co.
Hoffman Products Co., Inc.

Jiffy Enterprises Inc.

Kadin Bros., Inc.
Kees Mfg. Co., F. D.
Kent Co., R. O.
Kiltie Mfg. Co.
Kisco Co., Inc.
Knibb Industries Inc.
Koppware Products Mfg Co.
Krauss Industries
Krauss Co., The Walter S.
Leipzig & Lippe Inc.
Lenart-Gladstone Co.
Lockport Mills Inc.
Luke Basket Co.
McCabe & Son, F. L.
Mac Donald Co., E. F.
Marshallan Mfg. Co.
Mathiew Products Co., Mary
Metal Novelty Mfg. Co.
Mill Associates
Miro Flector Co., Inc.
Modern Carpet Sweeper Co.
Muscogee Mfg. Co.
New Trend Products
Nu-Dell Plastics Corp.
Penn Notion & Pillow Inc.
Phelon Magnagrip Co., Inc.
Redmon Sons & Co., W. C.
Rich Inc., Howard B.
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METAL CASE STEEL TAPES**

Push-pull pocket sizes: 6", 8", 10" and 12"
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Easy-winding long tapes: 25', 50', 75' and
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Also packed under your name
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Krauss Industries
Lawncraft Mfg. Corp.
Lincoln Mfg. Co., Inc.
McCabe & Son, F. L.
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NorGee Corp.
North Wayne Tool Co.
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Budgets: many trends revealed

Returns on the budget section of the questionnaire indicated what might appear to be conflicting trends—until related to information turned up by the rest of the questionnaire, and to other industry facts.

Where budgets, in percentage of gross sales, were changed, they were generally revised downward. On the other hand, in dollars, the trend was the other way, to larger amounts.

This contradiction probably has several explanations. One is the relative volume on which the budget is based. A smaller percentage may yield a larger amount if the gross sales on which it is based are bigger.

The pattern of previous years emerged again in overall response to this section of the questionnaire. About one-third of the companies which use premiums left these questions unanswered.

This gap should be taken into account. These results should be considered indicative, rather than representative.

Both on percentage and on amount, the largest single groups of respondents—somewhat less than one-third of the companies—said they were making no changes this year, compared to last.

But where budget policies were changed, the pattern varied. About 8.3% of the premium using respondents said they were applying a smaller percentage of gross sales this year than last. Only 5.1% noted a higher percentage.

Another 5.7% reported no budgets at all for premiums. At first glance this is astonishing, especially since the companies include the most active premium promoters in coffee and tea.

The explanation is, of course, in the information on types of offers. These firms concentrate on self-liquidators.

About 11.1% of the coffee and tea respondents employing premiums said they were budgeting more dollars for such promotions this year, compared to last.

About 5.6% reported smaller dollar budgets.

The actual percentage of gross sales devoted to premiums differed widely. Three factors were clearly determinant: whether the respondent was a regular coffee and tea packer, whether he used self-liquidators heavily, whether he was a wagon route operator.

No regular coffee and tea packer figured more than 5% of gross volume for premiums. Most were closer to 1%. A fair number had much smaller percentages—down to 1/10th of 1%.

Packers with the smallest percentages were, invariably, heavy users of self-liquidators.

Wagon route percentages were in another world—from an astonishing 50% of gross sales down to 4%.

The reason for the high figure is, of course, that the premiums are not premiums in the usual sense. They are, in effect, merchandise which the routeman sells in addition to coffee and tea.

Wearing apparel remained in third place; its 3.4% close to its 1957 proportion.

The items related to coffee were most numerous within the category of premiums for the home. They represented an astonishing 16.2% of all the offers.

Dinnerware and cutlery, always popular with coffee and tea packers, continued to account for a significant portion of the offers—14.1%.

Next in popularity, in this respect, were products for cleaning and washing, such as dust pans, mops, washcloths and clothespins. They accounted for 9% of all the promotions reported.

Aluminumware came through with 8.5% of the items, one of the larger single categories.

Electric appliances moved up to 7%. Most of these appliances were of the lighter kind, such as skillets, fans and percolators. But some were heavy appliances, like washing machines.

Tumblers remained a popular item, accounting for 3.0% of the promotions.

One of the more unusual premiums this year was a Rambler automobile.

All these items are apart from the full lists of merchandise available through coupon redemption plans and through wagon route operations.

One Southern coffee roaster, for example, noted that there were 600 premium items available to consumers who bought his brands.

Balance of year: more planning is pattern

Coffee and tea companies are doing more planning on their premium promotions. Less is being left to spur of the moment "seat of the pants" decisions.

Only 22.6% of the companies did not know, at the time of answering the COFFEE & TEA INDUSTRIES survey questionnaire, what premiums they would offer during the balance of the year.

This is still a sizable segment, leaving considerable room for premium suppliers to develop immediate business, in addition to doing spadework for the future.

But it is much less than the 33% undecided at the same time last year, and almost half the 45% in 1956.

Still, room for decision may be wider than this year's percentage indicates, by itself. Of the survey respondents employing premiums, 16.2% did not say what their premium plans were for the balance of the year. It is probable that among these companies are many with items yet to be selected.

The largest single group were the companies which declared they would continue offering the same premiums in the balance of the year that they have already promoted. These firms represented 29.0% of the respondents.

Outside these percentages are the companies with full premium departments and redemption lines. In these setups, the premiums tend to remain unchanged through the year.

Among specific items mentioned for promotion in coming months were coffeemakers, dinnerware, goblets, glassware, iced tea spoons, silverware, blankets, rugs, electric appliances and assorted household items.

(Continued on page 42)

ICE CREAM FREEZERS
for the home

Silex Co., The

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Proctor Electric Co.
Shaw Sales Co.
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Waring Products Corp.

JEWELRY

Alpine Products Co., Inc.
"Antoinette" Pearls Inc.
Bell & Co., W.
Commonwealth Plastics Corp.
Coro, Inc.
Holland Co., Charles P.
Hollywood Novelty Mfg. Co., Inc.
Klepa Arts
Kreiser Mfg. Corp., Jacques
Latana Inc.
Marhill Co., Inc., The
Mission Bead Co.
New Process Studios
Nibur Mfg. Co., Inc.
Osborne Coinage Co.
Pencil Specialty Co.
Sponholz
Star Products of the Americas
Stern Inc., Walter
Strygler & Co., H. S.
Style Guild Casselini Inc.
Wallace Shop, The
Weingeroff & Son

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Advertising Corp. of America
Advertising Promotion Products
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Amity Leather Products Co.
Amsterdam Print. & Litho. Co.
Artercraft Leather Goods Mfg. Co.
Central States Specialties Inc.
Claridge Novelty Co.
Elpo Products Inc.
Emress Specialty Co.
Enger-Kress Co.
Erell Mfg. Co.
Fabrico Inc.
Flambeau Plastics Corp.
Hagerstown Leather Goods Co.
Hausman Sales Co.
Ideal Specialties
Landa Leather Products Co.
Marhill Co., Inc., The
Marion Umbrella & Novelty Co.
Mayer Inc., A. G.
Nibur Mfg. Co.
Noymer Mfg. Co.
Oppenheim Products Co.
Progress Calendar Co.
Red Wing Advertising Co., Inc.
Reeve & Mitchell Co.
Roynon & Co., Charles
Rudson-Wood Inc.
Russell Mfg. Co.
Singer Leathercrafts
Tracies Co., The

KITCHEN DEVICES

American Copper Sponge Co., Inc.
American Foam Latex Corp.
Artisan-Ware Inc.
Artware Creations
Arvin Industries Inc.
Automotive Rubber Co., Inc.
Berkeley Industries
Bijou Mfg. Co., Inc.
Blisscraft of Hollywood
Bremer Co., W. S.
Briddell Inc., Chas. D.
Brown Inc., John Clark
Burns Mfg. Co., Inc.
Central States Paper & Bag Co., Inc.
Chaney Instrument Co., John L.
Competition Chemical
Douglas & Co., Inc., David
Durham Mfg. Corp.
Edlund Co., Inc.
Eichin, Inc., Arnold C.
Ekco Products
Elgin Novelities
Emco Porcelain Enamel Co., Inc.
Englishtown Corp., The
F.P.I. Inc.
Federal Tool Corp.
Feemster Co., W. R.
Frank Plastics Corp.
Funke & Hoffman
Ganz Co., A. J.
Garner & Co.
Hano Paper Co., Inc.
Hattenbach Sales, Inc., Monroe
Heuck, M. E.
Krischer Metal Products Co.
Landers, Frary & Clark
Langner Mfg. Co.
Loeb, Inc., Ben. S.
Lynch-Jamentz Co.
Maggie Magnetic Inc.
Martinelli Roger Plastic Corp., A. C.
Muller Associates Inc., John F.
New Method Mfg. Co.
Niblack Co., K. G.
Novo Plastic Mfg. Co., Inc.
Oster Mfg. Co., John
Phelon Magnagrip Co., Inc.
Practical Products Inc.
Quackenbush Inc., H. M.
Riswell Inc.
Rival Mfg. Co.
Riverside Foundry Co.
Robeson Cutlery Co., Inc.
Silex Co., The
Stroman, A. C.
Toastmaster, Div., McGraw-Edison
Town's Quality Products
Utica Cutlery Co.
Van Veen, Alexander
Verity Southall Ltd.
Watkins Co., The Wm. B.
Weinman Brothers, Inc.
Westland Plastics, Inc.

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Basset Co., W. E.
Baumgarten, Fred
Bayes Mfg. Co., Inc.
Boker & Co., Inc., H.
Cattaraugus Cutlery Co.
Clauss Cutlery Co.
Deltar Products Co.
Eastern Adcraft Co.

Kenworth Mfg. Co.
Lico Novelty Co.
Lockwood Co., Lawrence A.
Murphy Co., Inc., R.
Pencil Specialty Co.
Robeson Cutlery Co., Inc.
Ross Products Inc.
Russell Mfg. Co.
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Outdoor and Pocket Knives; Axe sets
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Albright Lamp Mfg. Co.
Arenel Co.
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Hobby Hill
House of Bronze
Jet's Brand Products
Kitchen Imports, Inc.
Lamp-o-Lite Co.
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McCabe & Son, F. L.
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Marcia of California
Marr Co., Inc., J. F.
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Premium Goods Mfg. Co.
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Ruckels Potteries, Inc.
Schnadig, Ed.
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 Ellwood Co., The
 Excellto Ltd.
 F.P.I. Inc.
 Garner & Co.
 Hano Paper Co., Inc.
 Harvey Mfg. Co., Inc.
 Jolo Plastics Corp.
 Latama Inc.
 Lowenthal Mfg. Co., Inc.
 Magla Products
 Mastro Plastics Corp.
 Ohio Bag Corp.
 Princess Basket Co., The
 Proctor Electric Co.
 Royalty Sales
 S & F Co.
 Seymour Tool & Engineering Co., Inc.
 Stoner, Chester K.
 Transparent Specialties Corp.
 Traum Co., Inc., David
 Triangle Mfg. Co.
 Van Veen, Alexander
 Vogue Mfg. Co., Inc.
 Weaver Pres-Kloth Co.
 Wickford Products, Inc.
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 Arcraft Leather Goods Mfg. Co.
 Associated Leathercrafters
 Atlantic Luggage Mfg. Co., Inc.
 Basset Co., W. F.
 Bayes Mfg. Co., Inc.
 Bell & Co., W.
 Better Living Industries Inc.
 Boretz Mfg. Co.
 Budd Leather Co.
 Concord Shear Co.
 Continental Mfg. Co., Inc.
 Deltar Products Co.
 Doppelt Co., M. A.
 Eagle Leather Trimming Co., Inc.
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 Hagerstown Leather Goods Co.
 Hattenbach Sales Inc., Monroe
 Journey Quality Luggage
 Kadin Bros., Inc.
 Knight Leather Products Inc.
 Landa Leather Products Co.
 Larick Mfg. Co., The
 Lico Novelty Co.
 McDonald Products Corp.
 Mayer Inc., A. G.
 Marion Umbrella & Novelty Co.
 Noymer Mfg. Co.
 Oppenheimer Products Co.
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JUNE, 1958

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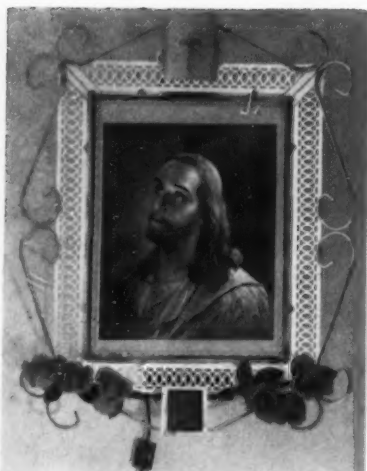
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Morgan-Jones Inc.
Pepperell Mfg. Co.
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Scranton Lace Co.
Sultan & Sons, Joseph
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Atlantic Luggage & Mfg. Co., Inc.
Bayes Mfg. Co., Inc.
Bell & Co., W.
Boretz Mfg. Co.
Crescent Corp.
De Co Associates
Earhart Luggage Co., Amelia
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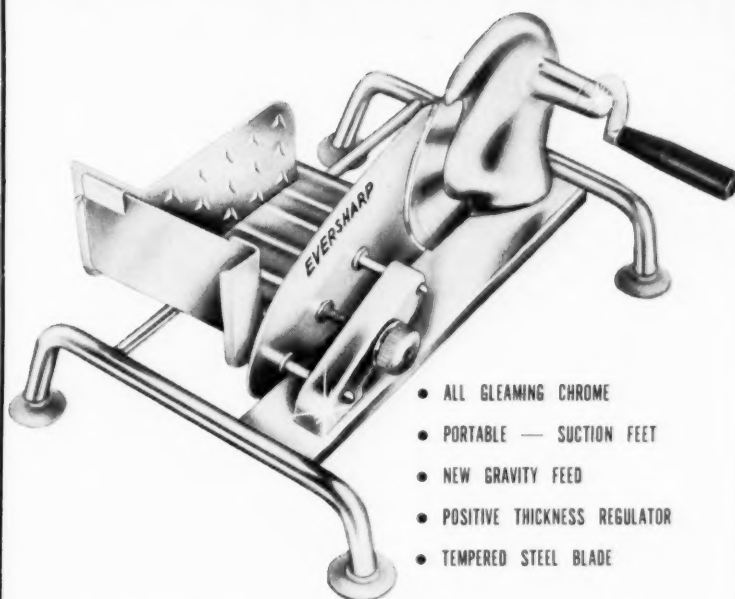
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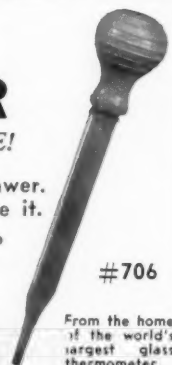
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Hano Paper Co., Inc.
Harvey (Div. KVP)
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Howard Associates, Holt
Hyalin Porcelain Inc.
Indiana Glass Co.
Kessler & Co., Albert
Kirk's Ltd.
Kromex Corp.
Langner Mfg. Co.
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Marr Co., J. F.
Nash Merchandising Co., E. T.
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E-Z-Do
Hamilton Mfg. Corp.
Hampden Specialty Products Inc.
Harvell Mfg. Corp.
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Karoff Originals Ltd.
Lane Chair Co., J.
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P. B. R. Mfg. Co.

Pingree Associates
Shaw Sales Co.
Turner Mfg. Co.
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Douglas & Co., Inc., David
Ekeo Products
Hall China Co., The
Hamilton Import Corp.
Harker Pottery Co., The
Jet's Brand Products
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Mirro Aluminum Co.
National Potteries
Newland, Schweeloch & Piek Inc.
Old Dutch Trading Co.
Poinciana Chinaware Inc.
Purinton Pottery Co.
Sabin Mfg. Co.
Sheridan Silver Co.
Smith, Charles L.
U. S. Stamping Co.

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Howard Associates, Holt
Larick Mfg. Co., The
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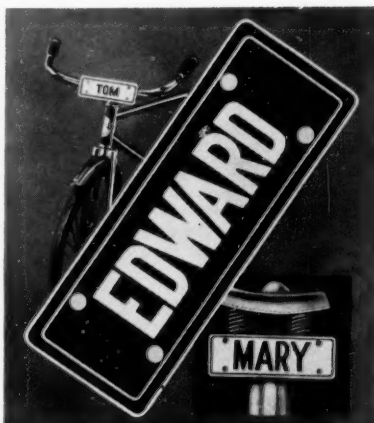
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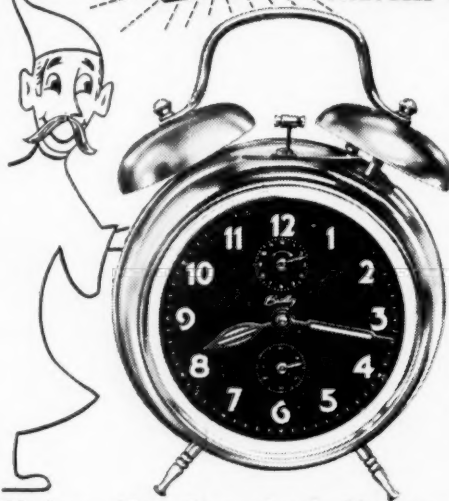
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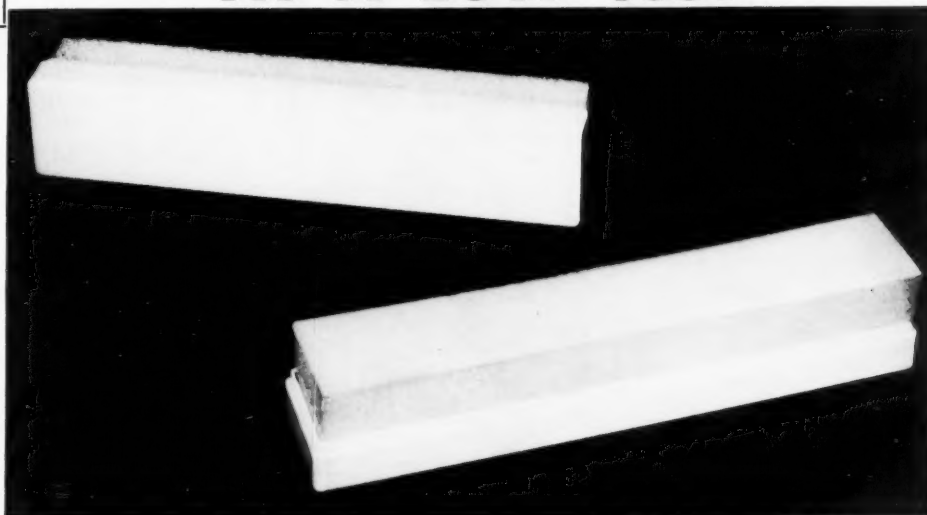
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Bayes Mfg. Co., Inc., 30 Irving Pl., New
York

Beach Co., 1397 E. Walnut St., Coshocton,
Ohio
Beacon Enterprises, Inc., 286 - 5th Ave., New
York
Beacon Plastics Corp., 82 Needham St., New-
ton, Mass.
Beaman Stamp Co., Dayton, Tenn.
Beattle Jet Products Inc., 19 E. 48th St.,
New York
Belapof Trading Co., 175 - 5th Ave., New
York
Belding Heminway Corticelli, 1407 Broadway,
New York
Bell & Howell Co., 7193 McCormick Rd.,
Chicago
Bell Products Co., 4251 Forest Park Ave.,
St. Louis, Mo.

**BELL, W. & CO., 514 - 10th St., N.W., Wash-
ington, D. C.**
Berger, Ben & Son, 244 Madison Ave., New
York

**BERGER PRODUCTS CO., 628 Race St.,
Philadelphia**
Berkeley Industries, 230 - 5th Ave., New
York
Berkeley Mfg. Co., 2723 Archer Ave., Chicago
Bernard-Edward Co., 5252 S. Kolmar Ave.,
Chicago
Better Living Industries, 297 Church St.,
New York
Big Boy Mfg. Co., 59 E. Orange Grove Ave.,
Burbank, Calif.
Bijou Mfg. Co., 335 Barton St., Pawtucket,
R. I.
Blake Industries, 16738 E. Warren, Detroit
Blake Industries, Inc., 120 Tremont St.,
Boston
Blisscraft of Hollywood, Box 47607, Los
Angeles
Blossom Mfg. Co., 292 - 5th Ave., New York
Bobrich Products Corp., 330 - 5th Ave., New
York
Boker H. & Co., Inc., 101 Duane St., New
York
Boland Mfg. Co., 3rd & Johnson Sts., Winona,
Minn.
Bond Handkerchief Co., 121 W. Central Ave.,
Palisades Park, N. J.
Bonnie Bilt, Inc., 216 Lawrence Ave., Law-
rence, N. Y.
Bonnytex Co., Inc., 260 - 5th Ave., New York
Boretz Mfg. Co., 136 W. 21st St., New York
Boyce-Lazarus Co., 5 N. Melcher St., Johns-
town, N. Y.
Brabant Needle Co., Inc., 47 Great Jones St.,
New York

**BRADLEY TIME CORP., 19 W. 24th St.,
New York**
Braided Rug & Specialties Co., P. O. Box
71, Pawtucket, R. I.
Branchell Co., 4417 Oleatha, St. Louis, Mo.
Brearley Co., The, 2107 Kishwaukee St.,
Rockford, Ill.
Bremer, W. S. & Co., State Rt., 298 & Hill
Ave., New Washington, Ohio
Brian Advertising Specialty Co., 293 W. 37th
St., New York
Briddell, Chas. D., Inc., Crisfield, Maryland
Bridgeport Hardware Mfg. Corp., Scofield
Ave., Bridgeport, Conn.
Bromley Sales Inc., 295 - 5th Ave., New York
Brooks, A. N. Ltd., Mdse. Mart Plaza,
Chicago
Brown, John Clark, Inc., 1 Montgomery St.,
Belleville, N. J.
Brown & Serock, 40 Worth St., New York
Brrr Products Co., P. O. Box 91, Hasbrouck
Heights, N. J.
Brumberger Sales Corp., 34 - 34th St.,
Brooklyn, N. Y.
Brush Pottery Co., Dearborn St., Zanesville,
Ohio
Bryant Electric Co., Plastic Dept., 1421 State
St., Bridgeport, Conn.
Budd Leather Co., 134 Jefferson St., Inwood,
N. Y.
Buffalo Chair Corp., 800 Kensington Ave.,
Buffalo

Bull's Eye Products Co., 56 W. 45th St., New York
Burns Mfg. Co., Inc., 1208 E. Water St., Syracuse
Burpee Co., 128 W. Liberty St., Barrington, Ill.
Burpee, W. Atlee Co., Hunting Park Ave., & 18th St., Philadelphia
Busbaum Co., 1212-7th St., S.W. Canton, Ohio

Cable Electric Products, Inc., 234 Daboll St., Providence
Cadlee Chemical Products, Inc., 603 W. 130th St., New York
Cameron, Inc., 4611 N. Clark St., Chicago
Campbell, W. E. Co., 4175 Valley Pike, Dayton, Ohio
Campro Products Inc., Box 967, Canton, Ohio
Candle-Lite Inc., P. O. Box 1, Cincinnati
Capitol Products, Winsted, Conn.
Cardinal Parfums, Inc., 17 Rush St., Brooklyn, N. Y.

CARLISLE MFG. CO., INC., 100-135 Meeker Ave., Newark, N. J.
Carol Products Co., 2602 N. Vermont, Royal Oak, Mich.

Car Owners Research, 1848 Stewart St., Springfield, Mo.

CARROM INDUSTRIES, INC., Ludington, Mich.

Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn.

Castle Films, 1445 Park Ave., New York

CATTARAUGUS CUTLERY CO., 6th St., Little Valley, N. Y.

Cavaller Glass Co., 21-16 - 44th Rd., Long Island City, N. Y.

Central States Paper & Bag Co., Inc., 5221 Natural Bridge, St. Louis

Central States Specialties Inc., 222 W. Huron St., Chicago

Century Enterprises Inc., 2901 White Plains Rd., New York

Century Plastic Co., Sawyer Passway, Fitchburg, Mass.

Chase Bag Co., 759 N. Milwaukee St., Milwaukee, Wis.

Chatham Mfg. Co., 80 Worth St., New York

Chatham Mfg. Co., Inc., 220 - 5th Ave., New York

Chattanooga Royal Co. First & Delmar Sts., Chattanooga, Tenn.

CHANEY INSTRUMENT CO., JOHN L., Lake Geneva, Wis.

Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago

Chicago Sales Engineering Co., 1 E. Hillgrove Ave., La Grange, Ill.

China Novelty & Artwares Co., Box 30, East Palestine, Ohio

CHIKITA TRINKETS INC., 146 N.E. 23rd St., Miami, Fla.

Cincinnati Pencil Co., Nitro, W. Va.

Circle Metal Mfg. Co., 4286 E. Pacific Way, Los Angeles

Citation Housewares, Inc., 16 Park Ave, Mt. Vernon, N. Y.

Claridge Novelty Co., 1181 Broadway, New York

Claude Cutlery Co., 223 Prospect Pl., Fremont, Ohio

Cler-Vue Co., 1224 Lawrence St., Denver

Club Aluminum Products Co., 825 - 26th St., La Grange Park, Ill.

Club Razor Blade Mfg. Corp., 32 Green St., Newark, N. J.

Co-Field Mfg. Co., 303 - 5th Ave., New York

Colonial Alloys Co., Ridge Ave. & Crawford St., Philadelphia

COLOR CRAFT CO., 802 E. Market St., Indianapolis

Columbia Records, 799 - 7th Ave., New York

Columbia Umbrella Co., Inc., 302 - 5th Ave., New York

Columbian Enameling & Stamping Co., Inc., 1536 Beech St., Terre Haute, Ind.

Commonwealth Plastics Corp., Leominster, Mass.

Competition Chemicals, 704 Washington Ave., Iowa Falls, Iowa

Concord Shear Co., 71 Murray St., New York

Concord Woodworking Co., Inc., 21 W. Taylor St., Chicago

CONRAD-PONCELL, INC., 64-19 Fresh Pond Rd., Ridgewood, N. Y.

Consolidated Molded Products Corp., 329 Cherry St., Scranton, Pa.

Continental Can Co., 100 E. 42nd St., New York

Continental Mfg. Co., Inc., 706 - 6th Ave., New York

CONTINENTAL STAINLESS CORP., 690 Broadway, New York.

Cooper Thermometer Co., 97 Main St., Pequabuck, Conn.

Cordell Industries, 30 E. 33rd St., New York

Corduan Mfg. Co., 413 N. Carpenter St., Chicago

Coro, Inc., 47 W. 34th St., New York

Cory Corp., 3200 W. Peterson Ave., Chicago

COWEN, R. S. CO., 9 E. 38th St., New York

Craftsman Brush Co., Inc., 39 Pearl St., Brooklyn, N. Y.

Cram, George F. Co., Inc., 730 E. Washington St., Indianapolis

Cranston Crocker Co., 1707 Cranston St., Cranston, R. I.

Crescent Corp., 33 W. 34th St., New York
Crosman Arms Co., Fairport, New York
Crown Products Co., 666 Lake Shore Dr., Chicago

Curran, Frank J. Co., 8101 S. Main St., Downers Grove, Ill.

Curtis Advertising Specialty Co., 500 Century Bldg., Pittsburgh

Daniels, M. B. & Co., Inc., 31 W. 27th St., New York

Danlo Mfg. Co., 16515 N.E. Sandy Blvd., Portland, Ore.

Davis & Catterall, 1410 Broadway, New York

DAVIS PRODUCTS CORP., 601 - 39th St., Brooklyn

de Beer, J. & Son, 66 Orange St., Albany, N. Y.

Deco Associates, 209 State St., Chicago

Delta Electric Co., 33rd & Nebraska Sts., Marion, Ind.

Deltar Products Co., Inc., 198 Broadway, New York

Deshler Broom Inc., Deshler, Nebr.

Detty's Fish Gripper, 516 N. Plum St., Lancaster, Pa.

Deutsch, J. M. Inc., Box 1616, Reading, Pa.

De Waid Radio Mfg. Corp., 35-15 - 37th Ave., Long Island City, N. Y.

Dipcraft Mfg. Co., 4830 Hatfield St., Pittsburgh

Dirilyte Co. of America, Inc., 1142 S. Main St., Kokomo, Ind.

Doppelt, M. A., 1214 W. Madison St., Chicago

Dornmeyer Corp., 700 N. Kingsbury St., Chicago

Dornich & Son, Joseph P., 10 Sherry Hill Lane, Manhasset, N. Y.

Dorrod, Inc., P. O. Box 2146, Kansas City

Double Jay Mfg. Co., 312 W. 9th St., Kansas City, Mo.

Douglas Co., Inc., Box 73, Keene, N. H.

Douglas, David & Co., Inc., Manitowoc, Wis.

Dow Corning Corp., Midland, Michigan

Dowst Mfg. Co., 600 Pulaski, Chicago

Dremel Mfg. Co., Racine, Wis.

Drexel Enterprises, Inc., Litchfield, Conn.

Druid Hill Park Seed Corp., 2700 Wilmarco Ave., Baltimore

Du-All Mfg. Co., 111 N. Eagle St., Geneva, Ohio

Dudley Sports Co., 633 - 2nd Ave., New York

Dunlop Associates, Howard W., 45 W. 45th St., New York

Duralast Corp., 1150 Broadway, New York

Durham Mfg. Corp., Cleveland & Mound Sts., Muncie, Ind.

Eagle Electric Mfg. Co., Inc., 23-16 Bridge Plaza St., Long Island City, N. Y.

Eastern Adcraft Co., 190 Sussex Dr., Manhasset, N. Y.

Easy Day Mfg. Co., Box 747, Brookline, Mass.

Eclipse Food Products, 663 Admiral St., Providence, R. I.

Economy Electric Lantern Co., Inc., 810 N. 6th Ave., Sturgeon Bay, Wis.

Edlund Co., Inc., Pine & Kilburn Sts., Burlington, Vt.

Ehlbert Products, 100 S. Jefferson, Chicago

EICHIN, ARNOLD C., 3636 S. Kedzie Ave., Chicago

Ekeo Products Co., 1949 N. Cicero Ave., Chicago

Electric Game Co., Inc., 109 Lyman St., Holyoke, Mass.

Elgin Novelty, 4517 Locust St., Philadelphia

Elka Toys, 200 - 5th Ave., New York

Elkington, L. A. Musical Products, 323 E. 34th St., New York

Ellenville Wood Novelty Co., Inc., Ellenville, New York

Elliott-Morris Co., 678 Washington St., Lynn, Mass.

Ellmore Silver Co., The, 397 W. Main St., Meriden, Conn.

Ellwood Co., 5530 W. Harrison St., Chicago

Elmira Greeting Card Co., 547 Clinton, Elmira

Elpo Products Inc., 1227 - 6th Ave., New York

Elsner, Jerry Co., Inc., 458 W. 168th St., New York

Embee Sunshade Co., 722 Metropolitan Ave., Brooklyn, N. Y.

Emco Porcelain Enamel Co., Inc., Highland St. & Abendroth Ave., Port Chester, N.Y.

Emence Industries, Inc., 200 - 5th Ave., New York

Emery Board Adv. Co., 8251 W. First St., Los Angeles

Empire Curtain Co., 1643 Clay Ave., New York

Empire Mfg. Co., 1119 Grand Ave., Kansas City, Mo.

Emress Specialty Co., 716 Broadway, New York

Enger-Kress Co., West Bend, Wis.

Englishtown Corp., 230 - 5th Ave., New York

ENTERPRISE ALUMINUM CO., Oberlin Rd., Massillon, Ohio

Erell Mfg. Co., 1243-45 S. Wabash Ave., Chicago

Erie Tool Works, 735 W. 12th St., Erie, Pa.

Everlast Metal Products Corp., 225 - 5th Ave., New York

EVERLITE NOVELTY MFG. CO., INC., 252 Norman Ave., Brooklyn, N. Y.

Everts, Harold Co., 200 - 5th Ave., New York

EVERSHARP FOOD SLICING MACHINE CO., 37-43 S. Lexington Ave., White Plains, N. Y.

Ever-Wear Trunk Works, Inc., 1210 S. Morgan St., Chicago

Excello Ltd., 1400 W. Fulton St., Chicago

Excel Mfg. Corp., S. Walnut St. at 20th, Muncie, Ind.

E-Z-Do, 261 - 5th Ave., New York

"E-Z-Por" Corp., 4423 Broadway, Chicago

F.P.I. Inc., 336 - 3rd Ave., New York

Fabrico Mfg. Corp., 1714 Division St., Chicago

Fabrizio Inc., Green Lake, Wis.

Fair-Craft Corp., 41 New Set, West Haven

Famous Keystone Kits Corp., 2001 Elston Ave., Chicago

Fantus Paper Products, 1664 N. Honore St., Chicago

Farber, Alfred, Enterprises, Inc., 71 W. 23rd St., New York

FARBER, S. W., INC., 415 Bruckner Blvd., New York

Faribault Woolen Mills, Faribault, Minn.

Fashioncraft Products, 185 - 30th St., Brooklyn, N. Y.

Federal Glass Co., The, 515 E. Innis Ave., Columbus, Ohio

Federal Tool Corp., 3600 W. Pratt Blvd., Chicago

Feemster, W. R. Co., Brooklyn, Mich.

Ferber Pen Corp., 99 W. Sheffield Ave., Englewood, N. J.

Ferry Mfg. Co., Inc., 3116 Spring Garden St., Philadelphia

Fibre Case & Novelty Case Co., Inc., 42 E. 20th St., New York

Firman Leather Goods Corp., 111 - 8th Ave., New York

Fisher Pen Co., 7333 W. Harrison St., Forest Park, Ill.

Fisher-Price Toys Inc., 606 Girard Ave., East Aurora, N. Y.

FISHMAN HY, INC., 312 - 7th Ave., New York

Fitzgerald Co., M. L., 280 Main St., Fitchburg, Mass.

Flagg Doll Co., Inc., 91 Boylston St., Jamaica Plain, Mass.

Flambeau Plastics Corp., 501 - 7th St., Baraboo, Wis.

Fletcher Enamel Co., Dunbar, W. Va.

Flit-Back Sales Corp., 716 W. Green St., High Point, N. C.

Florida Bulb Co., Inc., 2950 N.W. 7th Ave., Miami

Flowers of Hawaii, 670 S. Lafayette Park Pl., Los Angeles

Fontana Bros., 18 E. 21st St., New York

Forrest Yarn Co., 45 W. Scottsdale Rd., Lansdown, Pa.

Fortune Lamp Co., 32 Maujer St., Brooklyn, N. Y.

Franklin Metal Products Co., 16 W. Kinzie St., Chicago

FRANK PLASTICS CORP., 2941 E. Warren, Detroit

Frederick, John Co., Inc., 141 W. Ohio, Chicago

Fremont Bags, 1480 Commonwealth Ave., Brighton, Mass.

Friedman & Sons, 12 W. 32nd St., New York

Fritz, A. & Co., 92 Greene St., New York

Frohock-Stewart Co., Harris Ct., Worcester, Mass.

Frylink, Adrian Associates, Box 60, Babylon, N. Y.

FULLER BLADE CO., 157 W. 57th St., New York

Funke & Hoffman, 11 W. 42nd St., New York

G & S Umbrella Co., 171 Green St., New York

Gallstyn Co., Inc., 1150 Broadway, New York

Gallo Mfg. Co., 1312 Forest St., Racine, Wis.

Ganz, A. J. Co., 115 N. La Brea Ave., Hollywood, Ind.

Gardex, Inc., Michigan City, Ind.

Garner & Co., 1164 Broadway, New York

General Glassware Co., Wrightsville, Penna.

General Lamps Mfg. Corp., 450 N. 9th St., Elwood, Ind.

GENTRY GALLERIES, HOTEL MARTINI-QUE, New York

Gift-Crafters, Inc., 171 Newman St., Hackensack, N. J.

Goldenberg, Harold, 171 Green St., New York

H & P House Furnishing Co., Inc., 174 - 5th Ave., New York

Haddon Products Inc., 2066 S. Canalport, Chicago

Haeger Potteries Inc., 7 Maiden Lane, Dundee, Ill.

Hagerstown Leather Goods Co., Box 470, Hagerstown, Md.

Hall Bros., Snow Shoe, Penn.

Hall China Co., The, East Liverpool, Ohio

Hamilton Import Corp., 132 Front St., New York

Hamilton Mfg. Corp., 2525 State St., Columbus, Ind.

Hamilton Scotch Corp., 11 E. 36th St., New York

- Hamden Specialty Products, Inc., Box 111, Easthampton, Mass.
- Hamptden Watch Co., 29 E. Madison, Chicago
- Handal, Victor B. & Bro., Inc., 277 - 5th Ave., New York
- Hankcraft Co., Booster Blvd., Reedsburg, Wis.
- Hano Paper Co. Inc., 1598 - 3rd Ave., New York
- Harker Pottery Co., The, East Liverpool, Ohio
- Harlem Crockery Co., 166 - 5th Ave., New York
- Harris, H. E. & Co., 108 Massachusetts Ave., New York
- Hartman, Irving L. Co., 62 W. 39th St., New York
- Harvell Mfg. Corp., 400 Myron St., Hubbard, Ohio
- Harvey, Div., KVP Co., Kalamazoo, Mich.
- Harvey Mfg. Co., 116 West Station St., Barrington, Ill.
- HATTENBACH SALES INC., MONROE, 347 5th Ave., New York**
- Hauemann Sales Co., 1243 N. Harding Ave., Chicago
- Heddon, James, Sons, Dowagiac, Mich.
- HELBROS WATCH CO., INC., 6 W. 48th St., New York**
- Helmco, Inc., 7400 W. Lawrence Ave., Chicago
- Hemling-Onyx, Inc., 7221 W. Madison St., Forest Park, Ill.
- Herman Products Inc., Edlen, 4353 Orchard St., Philadelphia
- Heuck, M. E., Box 46, Burnet Woods Station, Cincinnati
- Hicon Products Inc., Box 242, Sayville, N. Y.
- Hi-Jac Corp., Fort Payne, Ala.
- Hill Shaw Co., 311 N. Desplaines St., Chicago
- Hobby Hill, 415 N. State St., Chicago
- Hoffman Products Co., 2500 W. Philadelphia St., York, Penna.
- Hofmann Industries Inc., Sinking Spring, Pa.
- Holland, Chas. P. Co., 1457 Broadway, New York
- Hollywood Novelty Co., Inc., 137 Essex St., New York
- Holt-Howard Associates, 7 Market St., Stamford, Conn.
- Homeland Tailors Inc., 2500 East Ashland Ave., Baltimore
- Hoover, Joseph & Sons Co., 1270 Broadway, New York
- HORTON & HUBBARD MFG. CO., 141 Canal St., Nashua, N. H.**
- House of Bronze, 236 Monitor St., Brooklyn, N. Y.
- Houston Brass Products Co., 40 Grent Jones St., New York
- House of Glass Corp., Point Marion, Pa.
- Howard Housewares Co., 155 W. Main St., Rockville, Conn.
- "Husk" O'Hare, Inc., 5732 N. Kenmore Ave., Chicago
- Hyalyn Porcelain, Inc., 581 - 11th St., N.W., Hickory, N. C.
- Ideal Specialists, 231 Brightwater Ct., Brooklyn, N. Y.
- Ideal Toy Corp., (Premium Div.), 200 - 5th Ave., New York
- Imperial Crayon Co., 649 Lexington Ave., Brooklyn, N. Y.
- Indiana Glass Co., Dunkirk, Indiana
- J & L MIRROR NOVELTY CO., INC., 2 Franklin Ave., Brooklyn, N. Y.**
- Jay Toys Inc., 48 W. 20th St., New York
- Jesson, H. L. Co., 108 E. 4th St., Los Angeles
- Jet Mfg. Co., Inc., 288 Hyde Park Ave., Boston
- Jet's Brand Products, 14 Commonwealth Ave., Merrick, N. Y.
- JIFFY ENTERPRISES INC., 150 N. 13th St., Philadelphia**
- Jolo Plastics Corp., 122 W. 27th St., New York
- Journey Quality Luggage, 135 Spring Garden St., Riverside, N. J.
- Kadin Bros., Inc., 20 W. 33rd St., New York
- Karoff Originals Ltd. & Subsidiaries, 222 - 4th Ave., New York
- Katz Sales, Henry, 200 - 5th Ave., New York
- Kaul, Leo, Importing Agency, 2503 E. 75th St., Chicago
- Keefe, Jack, Mfg. Co., 2260 S. Hanley Rd., St. Louis, Mo.
- Kees, F. D. Mfg. Co., 700 Park St., Beatrice, Neb.
- Kellogg Brush Co., 187 Elm St., Westfield, Mass.
- Kem Plastic Playing Cards, Inc., 595 Madison Ave., New York
- Kendall Co., Kendall Mills Div., 1 West St., Walpole, Mass.
- Kent, R. O. Co., 115 W. 30th St., New York
- Kenworth Mfg. Co., 12323 W. Lisbon Ave., Milwaukee, Wis.
- Kesco Mfg. Co., 5646 S. Kimbark Ave., Chicago
- Kessler, Albert & Co., 1355 Market St., Western Mdee. Mart, San Francisco
- Kiddle Brush & Toy Co., Jonesville, Mich.
- Kiltie Mfg. Co., 5160 W. Thompson St., Philadelphia
- Kington Watch Co., 48 W. 48th St., New York
- Kirk's Ltd., 65 West Broadway, New York
- Kisco Co., Inc., 2400 DeKalb St., St. Louis, Mo.
- Kitchen-Quip, Inc., E. Marion St., Waterloo, Ind.
- Klein, Max, Inc., 8915 Northend, Ferndale, Mich.
- Klepa Arts, 9053 Nemo St., Los Angeles
- Knibb Industries, Inc., 360 N. Michigan Ave., Chicago
- Knight Leather Products, Inc., 126 Call St., Jamaica Plain, Mass.
- Koehler Mfg. Co., Lincoln Sq., Marlboro, Mass.
- Koppware Products Mfg. Co., 2029 W. North Ave., Chicago
- KOVAX PRODUCTS, 230 - 5th Ave., New York**
- Krass Industries, 2812 W. 59th St., Chicago
- Kraus Co., 48-02 - 43rd St., Woodside, N. Y.
- Krels & Co., 316 S. Wabash Ave., Chicago
- Kreidler, Jacques Mfg. Corp., 9015 Bergenline Ave., North Bergen, N. J.
- Krischer Metal Products Co., 631 Kent Ave., Brooklyn, N. Y.
- Kusan Inc., 2716 Franklin Rd., Nashville, Tenn.
- Lamp-O-Lite Co., 1617 S. Michigan Ave., Chicago
- Lamson & Goodnow Mfg. Co., Sheburne Falls, Mass.
- Landa Leather Products Co., 113 S. Jefferson St., Chicago
- Landers, Frary & Clark, 47 Center St., New Britain, Conn.
- Landers of Arkansas Inc., Fort Smith, Ark.
- Lane, J. Chair Co., 48-8 Bergenline Ave., Union City, N. J.
- Langner Mfg. Co., 12 W. 27th St., New York
- LARGENE PRODUCTS CO., 38 W. 32nd St., New York**
- Larick Mfg. Co., 287 Broadway, New York
- Larido Corp., 381 - 4th Ave., New York
- LASKO METAL PRODUCTS INC., 438 W. Gay St., West Chester, Pa.**
- Lafama Inc., 43 W. 61st St., New York
- Laurel Potteries of California, P. O. 2073, Stockton, Calif.
- Lawncraft Mfg. Co., Hoffman, Ill.
- Leecraft, Box 45, 309 Albany Ave., Brooklyn, N. Y.
- Leeds Travelware Corp., 185 Madison Ave., New York
- Lee-Tex Rubber Products Corp., of Illinois, 1711 W. Terra Cotta Pl., Chicago
- Lehigh Handkerchief Co., Inc., 1220 Broadway, New York
- Leiner, George S. & Co., 1250-54 Brooke Ave., New York
- Leipzig & Lippe Inc., Crow Hill Rd., Mt. Kisco
- LENA CORP., K. J. Lenn, Wisc.**
- Lenart-Gladstone Co., 225 - 5th Ave., New York
- Leslie Creations (Dept. 488), Lafayette Hill, Pa.
- Leyse Aluminum Co., Kewaunee, Wisc.
- LIBBEY GLASS, Toledo, Ohio**
- Lico Novelty Co., 120 Brighton 11 St., Brooklyn
- Lifetime Cutlery Corp., 54 Knickerbocker Ave., Brooklyn, N. Y.
- Lifetime Melmac Dinnerware, 230 - 5th Ave., New York
- Life Time Products Corp., Canfield, Ohio
- Lincoln, A. Co., 400 Harral Ave., Bridgeport, Conn.
- Lincoln Mfg. Co., Inc., 70 W. Main St., Westminster, Md.
- Lindy Pen Co., 8601 W. Jefferson Blvd., Culver City, Calif.
- Lionel Corp. (Premium Div.), 15 E. 26th St., New York
- Lispnard Mfg. Corp., 432 - 12th St., Brooklyn, N. Y.
- Lockport Mills Inc., Lockport, New York
- Lockwood Lawrence A. Co., 612 N. Michigan Ave., Chicago
- LOEB, BEN S., INC., 200 - 5th Ave., New York**
- Lowenthal Mfg. Co., 2715 S. Michigan Ave., Chicago
- Lucas, Camilla, 3 E. 28th St., New York
- L-U-C-E Mfg. Co., 6300 St. John, Kansas City, Mo.
- Lufkin Rule Co., 1730 Hess St., Saginaw, Mich.
- Luke Basket Co., 165 W. Hamilton St., Berrien Springs, Mich.
- Lux Clock Mfg. Co., Inc., 95 Johnson St., Waterbury, Conn.
- Lynch-Jametz Co., 2311 Riverside Dr., Los Angeles, Calif.
- Lyn White Inc., 196 Phinex St., New York
- McCabe, F. L. & Son, 1061 Merchandise Mart, Chicago
- McDonald Products Corp., Duk-It Bldg. 721 Seneca St., Buffalo
- McGregor Doniger Inc., 303 - 5th Ave., New York
- McKINNON LEATHER PRODUCTS CORP., 511 E. 164th St., Bronx**
- Macarthur Products, Inc., 34 Front St., Indian Orchard, Mass.
- Mac Donald Co., E. F., 333 W. Lake St., Chicago
- Mackley Trading Co., 104 Worth St., New York
- Macon Umbrella Corp., 2 Ingraham St., Brooklyn, N. Y.
- Maddux of California, 3020 Fletcher Dr., Los Angeles
- Madison Industries Inc., 315 Superior St., Toledo, Ohio
- Maggie Magnetic Inc., 39 W. 32nd St., New York
- Magla Products, 412 Halsey St., Newark, N. J.
- Main Machine Co., 84 Worth St., Stamford, Conn.
- Main Tool & Mfg. Co., 719 Raymond Ave., St. Paul, Minn.
- Major Sportswear Co., Inc., 812 Greenwich St., New York
- Manhattan Crockery Co., Inc., 197 Bowery, New York
- Manhattan Shirt Co., 444 Madison Ave., New York
- Maple City Rubber Co., 55 Newton St., Norwalk, Ohio
- Marcia of California, 3950 S. Western Ave., Los Angeles, Calif.
- Marhill Co., Inc., 236 - 5th Ave., New York
- Marion Umbrella & Novelty Co., 9-11 Maiden Lane, N. Y.
- Marr F. Co., Inc., Woodstock, New York
- Marshall, John G., Mfg. Co., Inc., 167 N. 9th St., Brooklyn, N. Y.
- Marshallan Mfg. Co., 1061 W. 11th St., Cleveland, Ohio
- Martin Rubber Co., Inc., 158 Broadway, Long Branch, N. J.
- Martinehl, Rogers Plastic Corp., A. C., 190 Arnold St., West Warren, Mass.
- Masonware Co., Dexter Rd., E. Providence, R. I.
- Master Addresser Co., 6500 W. Lake St., Minneapolis
- Mastro Plastics Corp., 3040 Webster Ave., New York
- Mathew Products Co., Mary, 44 W. 28th St., New York
- Matson Mfg. Co., 347 - 5th Ave., New York
- Maxwell-Phillip Co., Inc., 225 - 5th Ave., New York
- Mayer, A. G., Inc., 203 E. 18th St., New York
- Mechanical Mirror Works Inc., 661 Edgecombe Ave., New York
- Medico Pipes Inc., 18 E. 54th St., New York
- Melnor Industries Inc., 300 De Witt Ave., Brooklyn, N. Y.
- Melrose Lamp & Shade Co., Inc., 1915 Park Ave., New York
- Melton Publishing Co., P.O. Box 4685 Kansas City, Mo.
- Merchandising Premiums Inc., 214 W. 42nd St., New York
- Merlite Industries, 114 E. 32nd St., New York
- Metal Moss Mfg. Co., 2215 S. Michigan Ave., Chicago
- Metal Novelty Mfg. Co., 252 Norman Ave., Brooklyn, N. Y.
- Metal Ware Corp., 1700 Monroe St., Two Rivers, Wisc.
- Mid-State Products Co., Box 2866 Cleveland, Ohio
- Mill Associates Corp., 295 - 5th Ave., New York
- Millar Studio Inc., Box 310, New Philadelphia, Ohio
- Milwaukee Hosley Mills Inc., 1618 W. North Ave., Milwaukee, Wisc.
- Minette Mills Inc., Box N. Grover, N. C.
- Miro Flector Co., Inc., 40 Barview Ave., Inwood, N. Y.
- Mirro Aluminum Co., 1512 Washington, Manitowoc, Wisc.
- Misson Bead Co., 2328 W. Pico Blvd., Los Angeles
- Mitchell Rubber Products Inc., 2134 Fernando Rd., Los Angeles
- Modern Carpet Sweeper Co., Inc., 55 Water Mill Lane, Great Neck, N. Y.
- MODERN PEN MFG. CO., INC., 384 Broadway, New York**
- Modern Plastic Co., 4641 Pacific Blvd., Los Angeles
- Monarch Cutlery Mfg. Co., Inc., 7200 Adams St., North Bergen, N. J.
- Moody Machine Products Co., Inc., 42 Dudley St., Providence, R. I.
- MORGAN-JONES INC., 402 - 5th Ave., New York**
- Morlee Fashions Inc., 150 W. 30th St., New York
- Moss, M. E. & Co., 119 Ann St., Hartford, Conn.
- Motorola, Inc., 4545 W. Augusta Blvd., Chicago
- Mover, J. J. Co., 215 Burrill St., Swampscott, Mass.
- Mueller Trading Corp., The Ludwig, 24 State St., New York
- Muller, John F., Associates, Inc., Box 44, George Sta., New York
- Multi Products Inc., 824 W. 36th St., Chicago

Multiple Products Corp., 55 W. 13th St., New York
 Munising Wood Products Co., Inc., 666 Lake Shore Dr., Chicago
 Murphy, R. Co., 13 Grotton Rd., Ayer, Mass.
 Muscogee Mfg. Co., Columbus, Ga.
 Myron Mfg. Corp., 239-4th Ave., New York
 Nalle Plastics Inc., 108 E. 2nd St., Austin, Texas
 Nappes-Smith Mfg. Co., Southard Ave., Farmingdale, N. J.
 Nash Mdse. Co., E. T. 725 Broadway, New York
 Natco Products Corp., 1400 Post Road, Providence, R. I.
 National Can Corp., (Housewares Div.), 3217 W. 47th Pl., Chicago

NATIONAL FOOD SLICING MACHINE CO., INC., 47 Martine Ave., White Plains, N. Y.

National Potteries, 2320 Center St., Cleveland, Ohio
 National Presto Industries, Inc., Eau Claire, Wisc.
 New Method Mfg. Co., 76 South Ave., Bradford, Pa.
 New Process Studios, 175-5th Ave., New York
 New Trend Products, 622 N. 3rd St., Philadelphia
 N. Y. Feather Duster Co., Inc., 216 Mercer St., New York
 N. Y. Umbrella, 16 W. 32nd St., New York

NEUBURGH METAL & PFG. CORP., 1 Park Ave., New York

Newland Schneeloch & Pick Inc., 1107 Broadway, New York
 Niblack, K. G. Co., 109 Huntington Ave., Buffalo, N. Y.
 Nibur Mfg. Co., Inc., 20 W. 22nd St., New York
 Nips Inc., 130 S. Columbus Ave., Mount Vernon, N. Y.
 Nor-Gee Corp., 108 W. 3rd St., Jamestown, N. Y.
 Norris Thermador Corp., 5215 S. Boyle Ave., Los Angeles
 North American Handkerchief Corp., 251 W. 30th St., New York
 Northeast Electric Co., Regent St., Manchester, Conn.
 Northeastern Plastics Inc., 215 A St., Boston
 North Wayne Tool Co., Box 67, Oakland, Maine
 Novo Card Publishers Inc., 1166 Milwaukee Ave., Chicago
 Novo-Plas Mfg. Co., Inc., 47 Rodney St., Brooklyn, N. Y.
 Noymer Mfg. Co., 15 Hathaway St., Boston
 Nu-Dell Plastics Corp., 2350 N. Pulaski Rd., Chicago
 Nue-Line Sales Mfg. Corp., 3046 Glendale Blvd., Los Angeles

Oak Rubber Co., 8 Sycamore St., Ravenna, Ohio
 O'Connell, T. W. & Co., 381 N. Ravenswood Ave., Chicago
 Ohio Bag Corp., 1400 Edward L. Grant Highway, Bronx
 Ohio Thermometer Co., The, 39 Walnut St., Springfield, Ohio
 Old Dutch Trading Co., 1123 Broadway, New York
 Olympic Luggage Corp., 200 Biddle St., Kane, Pa.
 Olympic Metals Corp., 5059 S. Kedzie Ave., Chicago
 Omo Mfg. Co., 230-5th Ave., New York
 Oppenheim Products Co., 10 W. 33rd St., New York
 Orbro's Inc., 116 S. 7th St., Philadelphia
 Orchids of Hawaii Inc., 305-7th Ave., New York
 Osborne Coinage Co., 1033 Bader St., Cincinnati
 Oswow Products Co., Inc., Hazel St., Glen Cove, N. Y.
 Oster, John Mfg. Co., 5055 N. Lydell, Milwaukee, Wisc.
 Ox Fibre Brush Co., Inc., Frederick, Md.
 Oxford Drapery Co., 205 A St., Boston
 Oxwall Tool Co., Ltd., 928 Broadway, New York

P. B. R. Mfg. Co., H & Luzerne Sts., Philadelphia
 Paris Cosmetics, 99-02 Roosevelt Ave., Corona, N. Y.
 Pastime Products, 40 Newkirk Plaza, Brooklyn, N. Y.
 Pearce Woolen Mills Inc., Latrobe, Pa.
 Penell Specialty Co., Inc., 810 Monroe St., Hoboken, N. J.
 Penn Notion & Pillow, Inc., 303-5th Ave., New York
 Peoria Metal Specialty Co., 2501 S. Washington St., Peoria, Ill.
 Peppersell Mfg. Co., Inc., 40 Worth St., New York
 Personalized Soap Co., 260 Market St., Newark, N. J.
 Phelon Magnagrip Co., Inc., 70 Maple St., Longmeadow, Mass.

PHILCO CORP., C. & Tioga Sts., Philadelphia

Philmore Mfg. Co., Inc., 113 University Pl., New York
 Pickett Products Inc., 1111 S. Fremont Ave., Alhambra, Calif.
 Pilgrim Decorative Linens Inc., 260-5th Ave., New York
 Pilgrim Leather Goods Co., Inc., Haverhill, Mass.
 Pindyck, Charles Inc., 112 W. 34th St., New York
 Pingree Associates, Hayden Rowe St., Hopkinton, Mass.
 Pioneer Valley Plastic Co., 7 Springfield St., Chicopee, Mass.
 Planter Inc., 1159 N. Howe St., Chicago
 Plastic Co. of America, 3012 N. Broadway, Chicago
 Plastics Masters Inc., 426 N. Oakley Blvd., Chicago
 Plaza Mfg. Co., Inc., 5 E. 17th St., New York
 Ply Line Co., 229-50th St., Brooklyn, N. Y.
 Poinciana Chinaware, Inc., 1515 N.W. 22nd St., Miami
 Post Watch Co., Inc., 607-5th Ave., New York
 Power-Loom Rug Co., Inc., W. Linden & 8th Sts., Scranton, Pa.

POWER SALES CO., Box 113, Willow Grove, Pa.

Practical Products Inc., Box 126, Sta. A, New Haven
 Premium Associates Inc., 497 Broad St., Newark, N. J.
 Premium Goods Mfg. Co., Inc., (Howell Lamps Div.), 2400 Emerald St., Philadelphia
 Premium Pen Co., 2873 W. 23rd St., Brooklyn, N. Y.
 Present Trading Corp., 220-5th Ave., New York
 Presner, Samuel L., Box 4550-CT, Coral Gables, Fla.
 Prest-Wheel Inc., 644 South St., Southbridge, Mass.
 Prevue Radcell Co., 549 W. Washington, Chicago
 Princess Basket Co., Algonquin, Illinois
 Proctor Electric Co., 3rd & Hunting Park Ave., Philadelphia
 Product Engineering & Development Co., 5 N. Tyler Ave., Hopkins, Minn.
 Product Miniature Co., Inc., Pewaukee, Wisc.
 Progress Calendar Co., 2722 W. Travis St., San Antonio, Texas
 Prolon Plastics, Florence, Mass.
 Promotional Service Inc., 12-28 N. Main St., Wallingford, Conn.
 Purinton Pottery Co., Shipperville, Pa.
 Pyro Plastics Corp., Pyro Park, Union, N. J.
 Quackenbush, H. M. Inc., Herkimer, New York
 Quality Products Mfg. Co., Inc., 125 W. 157th St., Gardena, Calif.

QUARTET INC., Westport, Conn.

Quikut Inc., Fremont, Ohio
 Radio Corp. of America, 155 E. 24th St., New York
 Radio Steel & Mfg. Co., 6515 W. Grand Ave., Chicago
 Rainbo Crystal, 148 Main St., Flemington, N. J.
 Rainbow Wood Products Inc., 12 E. 22nd St., New York
 Ralco Products So., 2505 Ozark Circle, Baltimore
 Random House, Inc., 457 Madison Ave., New York
 Ray-O-Vac Co., 212 E. Washington Ave., Madison, Wisc.
 Reardon Products, 305 Cass St., Peoria, Ill.
 Redmon Sons & Co., W. C. Peru, Indiana
 Red Wing Advertising Co., Inc., 202-208 Main St., Red Wing, Minn.
 Reeve & Mitchell Co., 580-5th Ave., New York
 Regal Ware, Inc., Kewaskum, Wisc.
 Regency, 7900 Pendleton Pike, Indianapolis
 Regent-Sheffield Ltd., 3545 Webster Ave., New York
 Reliable Luggage Inc., West Pittsburgh, Pa.
 Reliable Metal Products Co., Inc., 25 Elm Ave., Mt. Vernon, N. Y.
 Reliance Pen & Pencil Corp., 22 S. 6th Ave., Mt. Vernon, N. Y.
 Rensie Clock & Watch Co., Inc., 302-5th Ave., New York
 Reynolds Engineering Co., 217 Broadway, New York
 Rich, Howard B., Inc., Box 129, Carrollton, Ky.
 Richard Mfg. Co., 5914 Noble Ave., Van Nuys, Calif.
 Richards, C. & A., 148 High St., Boston
 Richards Co., 20 Hurden St., Hillside, N. J.
 Richford Corp., 359-5th Ave., New York
 Richmond Cedar Works Mfg. Corp., Box 2407, Richmond, Va.
 Rio Grande Studios, 2421 McKinney Ave., Dallas
 Rival Mfg. Co., 36th & Bennington, Kansas City, Mo.
 Riverside Foundry Co., Inc., Box 67, Wrightsville, Pa.
 Roart Co., 239-5th Ave., New York

Roberta Doll Co., Inc., 200-5th Ave., New York
 Roberts Colonial House, 300 E. 152nd St., Harvey, Ill.
 Robeson Cutlery Co., 60 Main St., Perry, N. Y.
 Robot Time Inc., 530-5th Ave., New York
 Ronson Corp., 31 Fulton St., Newark, N. J.
 Rosenthal, A. R. & Co., Inc., 320-5th Ave., New York
 Ross Products, Inc., 24 W. 23rd St., New York
 Rowoco Inc., 53 Willets Rd., Harrison, N. Y.
 Royal China Inc., Sebring, Ohio
 Royal Coin Co., Inc., 47 W. 46th St., New York
 Royalty Sales, 347 Broadway, Passaic, N. J.
 Rubin, J. M. & Sons, 51 E. Fulton St., Gloversville, N. Y.
 Ruckless Potteries Inc., White Hall, Illinois
 Rudson-Wood Inc., 15 W. 44th St., New York
 Russell Mfg. Co., 999 Liberty Rd., Lexington, Ky.

S & F Company, 601 Front St., Hartford
 Sabin Mfg. Co., Inc., Box 421, McKeesport, Pa.
 St. Louis Pencil Co., 1180 Suburban Tracks, St. Louis, Mo.
 Salmanson & Co., Inc., 1107 Broadway, New York
 Sanjo Utility Mfg. Co., Inc., 43 Grand St., Brooklyn, N. Y.
 Schacht Rubber Mfg. Co., 238 Polk St., Huntington, Ind.
 Schnadig, Ed., 2617 E. Florence Dr., Tucson
 Scopa Instrument Corp., Scope Bldg., Mamaroneck, N. Y.
 Scott-Id, Inc., Box 5, Swanton, Ohio
 Scranton Lace Co., 295-5th Ave., New York
 Scranton Rug Mills Inc., 127 Dewey Ave., Scranton, Pa.
 Seiden Brass & Giftware Co., 307 Canal St., New York
 Sekine, I. Co., Inc., 200-4th Ave., New York
 Sexton Can Co., Inc., 31 Cross St., Everett, Mass.
 Seymour Tool & Engineering Co., Inc., 9th & Penn R.R., Seymour, Ind.
 Shaw Industries, 106 Park Ave., East Orange, N. J.
 Shaw Sales Co., 12 Quentin Road, Scarsdale, N. Y.
 Shelton Basket Co., 1 Maple St., Shelton, Conn.
 Sheridan Silver Co., 366-5th Ave., New York
 Sherrill Corp., Mexico, Indiana
 Shoppers Service, Inc., 6 E. Monroe St., Chicago

SILEX CO., 3rd & Dauphin Sts., Philadelphia

Silken Shopping Service, 21 W. 46th St., New York
 Silvercraft Co., Inc., 20 Yeoman St., Boston, Mass.
 Singer-Dorfman, 2653 W. Peterson St., Chicago
 Singer Leathercrafts, 143 E. Gun Hill Rd., Bronx
 Skalny, L. Basket Co., Inc., 655 Pulman Ave., Rochester, N. Y.
 Slencil Co., Warwick Rd., Orange, Mass.
 Smith, Charles L., 5106 Edmondson Ave., Baltimore
 Smith, J. H. Co., Inc., 85 Pierce St., Greenfield, Mass.
 Smith, S. K. Co., 2857 N. Western Ave., Chicago
 Social Supper Inc., Pine St., Coshocton, Ohio
 Society of the Plastics Industry, Inc., 250 Park Ave., New York
 Softskin Toys, Inc., 1907 Park Ave., New York
 Son-Chief Electric, Inc., Winsted, Conn.
 Sonic Industries Inc., 19 Wilbur St., Lynbrook, N. Y.

SOODHALTER PLASTIC PRODUCTS, 1153 South Wall St., Los Angeles

South Bend Tackle Co., Inc., 1108 S. High St., South Bend, Ind.
 Sparky of Chicago, 646 Washington Blvd., Chicago
 Special Glass Products Co., 10 W. 33rd St., New York
 Speedy Products Inc., 91-31-121st St., Richmond Hill, N. Y.
 Spir-It Inc., 115 Center St., Malden, Mass.
 Spunholz, 770 Madison Ave., New York
 Springfield Sugar & Products Co., 245 Chestnut St., Springfield, Mass.
 Stainless Ware Co. of America, 6011 W. Walnut Rd., Walled Lake, Mich.
 Standard Pyroxoloid Corp., 85 Pleasant St., Leominster, Mass.
 Stanford Pottery Inc., 40 S. 15th St., Sebring, Ohio
 Stanley Tools, 103 Elm St., New Britain, Conn.
 Sta-Put Signs Corp., 298-5th Ave., New York
 Star Brite Lamp Shade Mfg. Co., 142 Duane St., New York
 Star Products of the Americas, 80-38 Baxter Ave., Elmhurst, N. Y.

Steelcraft Tool Corp., 444 Broadway, New York
 Sterling Mfg. Co., 206 Jackson St., Spring Lake, Mich.
 Sterling Plastics Co., 1140 Commerce Ave., Union, N. J.
 Stern, Walter Inc., 385 - 5th Ave., New York
 Sternberg, Otto J. & Sons, 101 W. 31st St., New York
 Steven Mfg. Co., 5939 St. Louis Ave., St. Louis, Mo.
 Stoner, Chester K., 5421 Cleveland Ave., N.W., Canton, Ohio
 Stoware Inc., Stowe, Vermont
 Stroman, A. C., 821 Pringle Ave., Lancaster, Pa.
 Strygler, H. S. & Co., 665 - 5th Ave., New York
 Sturdy-Craft Corp., 109 Luepke Ave., Medford, Wis.
 Stylecraft Mfg. Co., 389 Broadway, New York
 Style Guild-Casellini, 244 Oak St., Providence, R. I.
 Sultan, Jos. & Sons, Inc., 16 W. 40th St., New York
 Superb Case Mfg. Co., 100 Manton Ave., Providence, R. I.
 Superior Toy & Mfg. Co., 700 N. Michigan Ave., Chicago
 Supreme Cutlery Corp., 11 W. 30th St., New York
 Supreme Products Corp., 380 Madison Ave., New York
 Sweeney, W. R. Mfr., Inc., 340 S. Main St., Salisbury, Mo.
 Swift & Anderson, 952 Dorchester Ave., Boston
 Swiss Harmony Inc., 844 W. Adams, Chicago
 Talking Devices Co., 4447 Irving Park Rd., Chicago
 Taplin Mfg. Co., 19 Woodland St., New Britain, Conn.
 Taylor Linen Co., Inc., 39 White St., New York
 Terry Leather Goods Inc., 29 W. 30th St., New York
 Testrite Instrument Co., Inc., 135 Monroe St., Newark, N. J.
 Thermwell Products Co., Inc., 120 W. 31st St., New York
 Thorens Co., New Hyde Park, New York
 Thoughts That Inspire Publishing Co., 209 S. State St., Chicago
 Tischhauser, Christian, Inc., 6 E. 39th St., New York
 Toastmaster, 1200 St. Charles Rd., Elgin, Ill.
 Tober Baseball Mfg. Co., Inc., 114 Brooklyn St., Rockville, Conn.
 Topflight Corp., 160 E. 9th Ave., York, Pa.
 Toycraft Corp., 1139 S. Wabash Ave., Chicago
 Traces Co., The, 541 Main St., Holyoke, Mass.
 Transogram Co., Inc., 200 - 5th Ave., New York
 Transparent Specialties Corp., 3828 E. 91st St., Cleveland, Ohio
 Traum, David Co., Inc., 11 E. 26th St., New York
 Travel Goods Inc., Schofield, Wis.
 Travelers Fruitum Co., 80 Washington St., New York
 Trayco, Inc., Chrysler Bldg., New York
 Triad Pen & Pencil Co., Inc., Box 3001, N. Sta., Providence, R. I.
 Triangle Mfg. Co., 519 W. Pratt St., Baltimore
 Tropical Handbag Co., 836 S.W. First St., Miami

Tropicana Records, 7471 Melrose Ave., Los Angeles
 Troy Blanket Mills, 200 Madison Ave., New York

Turner Mfg. Co., 2309 S. Keeler Ave., Chicago
 Ueberall, Jacob Co., 2 E. 23rd St., New York
 Union Hardware-Sealand Inc., Torrington, Conn.
 United Leather Goods Corp., 95 Lorimer St., Brooklyn, N. Y.
 United States Camera Corp., 17 N. Loomis St., Chicago
 U. S. Fiber & Plastics Corp., Union St., Stirling, N. J.
 U. S. Luggage & Leather Products Co., 29 W. 34th St., New York
 U. S. Mfg. Corp., Box 192, Pratt, Kansas
 United States Stamping Co., Moundsville, W. Va.
 United Trading Stamp Corp., 1209 Arch St., Philadelphia
UNIVERSAL BOOK & BIBLE HOUSE, 1010 Arch St., Philadelphia
 Universal Trunk Co., 1333 S. Ashland Ave., Chicago

UTICA CUTLERY CO., 823 Noyes St., Utica, N. Y.
 Utica Drop Forge & Tool Co., 2415 Whitesboro St., Utica, N. Y.

Van Veen, Alexander Co., 161-14 Grand Central Pkwy., Jamaica, N. Y.
 Velva-Sheen Mfg. Co., 1416 Vine, Cincinnati
 Veri-Trim Products Co., 990 Myrtle Ave., Brooklyn, N. Y.
 Verity Southall Ltd., Inc., 2251 Lincoln Ave., Altadena, Calif.
 Verplex Co., Essex, Conn.
 Victoria Printed Products Inc., 512 Lucas Ave., St. Louis, Mo.
 Vira Corp., Vira Bldg., Spencer Pl., Mamaroneck, N. Y.
 Vogt Health Appliance Co., 100 Ashley Dr., Kalamazoo, Mich.
 Vogue Mfg. Co., 231 Taylor St., Fort Wayne, Ind.
 Volkan Lamp Shade Co., 2 - 2nd St., Clifton, N. J.
 Vollrath Co., 1236 N. 18th St., Sheboygan, Wis.
 Voos Co., The, 161 Porter St., New Haven
 Vulcan Electric Co., 88 Holton St., Danvers, Mass.

WAKMANN WATCH CO., INC., 15 W. 47th St., New York

Walker Co., Middleboro, Mass.
 Walker, Inc., H. Stedman, 80 Kingston St., Boston, Mass.
 Wallace Shop, 4302 Chicago Ave., Minneapolis
WALCO PRODUCTS, 4501 S. Western Blvd., Chicago
 Waring Products Corp., 25 W. 43rd St., New York
 Warren Corn Popper Co., 5877 N. Pennsylvania St., Indianapolis
 Warwick Pen Co., Inc., Crompton, West Warwick, R. I.
 Washington Forge, Inc., 239 - 5th Ave., New York
 Waterbury Companies, Inc., Waterbury, Conn.
 Watkins, Co., William B., 2605 Broadway, Evanston, Ill.
 Watt Pottery Co., The, China St., Crooksville, Ohio

WEAR-EVER ALUMINUM INC., Wear-Ever Bldg., New Kensington, Penna.

Weaver-Pres-Kloth Co., 4426 Florence Blvd., Omaha, Nebr.
 Weber Costello Co., 1212 McKinley, Chicago
 Wecolite Co., 552 W. 53rd St., New York
 Weingeroff & Son, 528 N. Main St., Providence, R. I.
 Weinman Brothers, Inc., 3260 W. Grand Ave., Chicago
 Weiss & Klau, 462 Broadway, New York
 Weller Electric Corp., 601 Stones Crossing Rd., Easton, Pa.
 Wells Products Inc., 106 Carroll St., Buffalo, N. Y.
 Wendell-Northwestern Inc., 2424 E. Franklin, Minneapolis
 Wen-Mac Corp., 11511 Tennessee Ave., Los Angeles
 Wen Products Inc., 5806 Northwest Hwy., Chicago
 West Bend Aluminum Co., West Bend, Wis.
 Westclox, La Salle, Illinois
 Westfield Mfg. Co., 10 Cycle St., Westfield, Mass.

WESTLAND PLASTICS INC., 3317-19 East Pico Blvd., Los Angeles

Wham-O Mfg. Co., 835 E. El Monte St., San Gabriel, Calif.
 Whittemore Bros., Co., Fayette, Ala.
 Wilekford Products, 449 Broadway, New York
 Wilmart Products Corp., 286 - 5th Ave., New York
 Wil-Star Products Co., 3108 Mayfield Rd., Cuyahoga Falls, Ohio
 Wilton Products Inc., Wrightsville, Pa.
 Windsor Co., 999 N. Main St., Glen Ellyn, Ill.
 Winfield Mfg. Co., Inc., 61 N. Front St., New Bedford, Mass.

WINSTON SALES, CO., 7 W. 24th St., New York

Winterling China Import Corp., 1123 Broadway, New York

WINTHROP WATCH CORP., 37 W. 47th St., New York

Wisconsin Aluminum Foundry Co., Inc., Manitowoc, Wis.
 Wiss, J. & Sons Co., 33 Littleton Ave., Newark, N. J.
 Withington, West Minot, Maine
 Wolff, Norman, Associates, 509 - 5th Ave., New York
 Wolfset & Co., I. B., 27 E. 22nd St., New York
 Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore
 World Publishing Co., 2231 W. 110th St., Cleveland, Ohio

WORLD WIDE ART STUDIOS, 121 Keep-sake Lane, Covington, Tenn.

Worth Incentives, P. O. Box 43, New York
 Wright, John, Inc., Wrightsville, Pa.
 Wynn Mfg. Co., 7th & Green Sts., Philadelphia, Pa.

Yarn-Apart Co., Inc., 46 Cottage St., Manchester, Conn.
 Yoder Mfg. Co., 1823 E. 17th St., Little Rock, Ark.

ZACHMAN & CO., 5004 W. Wilson Ave., Chicago

Zeen Chemical Corp., 200 Elm St., N.W., Cleveland, Ohio
 Zippo Mfg. Co., Bradford, Pennsylvania
 Zodiac Watch Co., 15 W. 44th St., New York

premiums in 1958

(Continued from page 23)

Big market: home consumers

It is the coffee or tea packer selling through the food store who continues to be the prime user of premium promotions in these fields.

About 69.6% of the packers who employ the premium technique sell to grocers, according to the ninth annual survey conducted by COFFEE & TEA INDUSTRIES.

Approximately 19.5% cater to food stores exclusively, and the other 50.1% sell to these stores and also to restaurants.

Nevertheless, the proportion of roasters in the institutional field turning to premiums is rising. A little less than 8.3%

of the premium-using respondents sell exclusively to restaurants. This compares with 6% last year and 4% the year before.

Wagon route operators, probably the most intensive practitioners of premium merchandising in American business, accounted for 22.1% of the respondents who use such promotions.

This pattern is reflected, in reverse, in the breakdown of replies from companies which do not use premiums.

Only about 4.0% of these firms sell exclusively to food stores. On the other hand, 44.0% cater only to restaurants. Another 40.0% sell to both, but indications are that their heaviest business is in the institutional field.

There were some mavericks who could not be classified into either category—for example, selling direct to consumers via mail order—and about 8% who did not indicate their markets at all.

NRTCMA convention to discuss "beat the recession" measures

Steps to meet the impact of the recession will loom large at the 43rd annual meeting of the National Retail Tea and Coffee Merchants Association.

For the first time since 1950, the wagon route operators will hold their national conclave outside of Chicago. New Orleans is the site of the upcoming meeting. It was picked both for its quiet Old World charm and its bustling New World activity.

The convention will run from June 1st through June 5th at the Roosevelt Hotel.

Associate members will present a wide variety of premium merchandise in exhibits set up in the International Room of the Roosevelt Hotel.

The 1958 meetings will follow the productive pattern of recent years—detailed discussions in small, informal groups, with sum-up reports by moderators to a general assembly.

Business sessions are set up to give members specific chunks of time each day of the convention to examine the exhibits.

Although NRTCMA conventions are predominantly business meetings, social activities are always part of the program. The social side has been emphasized by the choice of New Orleans for the site. Many of the home service people consider it a wonderful vacation city, and are making plans accordingly. One indication is pre-convention registration of wives—and children—of members and associate members. It's at an all-time high.

NRTCMA has worked out plans to help conventioners make their stay in New Orleans a memorably pleasant one.

Recession lends a new urgency to the 1958 convention of the wagon route operators. Paul D. Eibert, of the Eibert Coffee Co., St. Paul, Minn., put it this way:

NRTCMA officers, directors

Here are the men at the helm of the National Retail Tea and Coffee Merchants Association as it moves into its 43rd annual convention:

Paul D. Eibert, president; L. H. Reese, first vice president; Donald T. McGuire, second vice president, Oliver J. Corbett, secretary-manager; Clarence A. Frankenberg, treasurer.

Directors for the 1957-58 term are: George F. Hellick, Jr., Edward Sommerfeld, A. J. Berluchaux and R. J. Griffor.

Directors for 1957-59 are: Norman Mansfield, Frank Jacobs, Charles Roth and William A. Gerbosi.

Directors for 1957-60 are Nathan Elkin, A. J. Farinet, Raymond Gerhard and E. R. Stanley.

Seven men comprise the executive committee: Berluchaux, Griffor, Stanley, Mansfield, Farinet, Elkin and Roth.



NRTCMA officers, after election last year. From left, Oliver J. Corbett, secretary; Paul D. Eibert, president; Nathan Elkin, former president; L. H. Reese, first vice president; Donald T. McGuire, second vice president.

"With so much talk of recession, the business reasons for attending the convention are more important than at any time in recent years.

"All members are anxious to meet their fellow members and discuss the offensive and defensive measures they are taking to weather this temporary recession.

"The help in this project will come not only from the informal discussions of the members, but also from the all-important group discussions."

Mr. Eibert pointed out that for associate members, the general business atmosphere lends a special urgency to the convention.

"With the slow-down in sales nationally, buyers have been reluctant to add to their inventories of purchases even normal requirements. To the associate member, this means that he must actively promote and sell his wares. To accomplish this, he is anxiously looking forward to seeing our members face-to-face at the Roosevelt Hotel in New Orleans."

Responses to the ninth annual survey of premium use in the coffee and tea fields, conducted by COFFEE & TEA INDUSTRIES, indicated that so far the impact of the recession on wagon route operators has been spotty.

Some companies, in areas where unemployment is heavy, reported sharp drops in volume, especially on the premium end. On the other hand, companies in unaffected areas report increases in business.

The convention will start rolling on Sunday, June 1st, when the International Room at the Roosevelt Hotel will be thrown open for associate members to set up their displays.

That afternoon, at 1 p.m., the NRTCMA board of directors will meet in the Orleans Room.

By 2:30, the associate members should finish setting up their exhibits, and the International Room will be open for inspection by the home service people.

This first viewing will run for a three-hour stretch. At 5:30 p.m. the International Room will be closed, and con-

ventioners will move to the Gold Room for a reception and cocktails.

Monday morning the wagon route operators will be able to pick up where they left off in making the rounds of the exhibits. The International Room will be opened at 9:30 a.m., and will stay open the entire morning.

At luncheon that day, in the Blue Room, conventioners will be guests of the associate members. Fred Edelston, of the Chicago company bearing his name, will speak on behalf of the associate members.

Mr. Edelston has been associated with the home service industry, as a supplier, for more than a dozen years. Several years ago Fortune magazine cited him as one of the most successful manufacturers' agents in the housewares field.

Monday afternoon conventioners will take a closer look at their host city. They will climb aboard buses for a sight-seeing tour which will take in such colorful places as the old French Quarter, Pirates Alley, St. Louis Cathedral and Jackson Square.

For NRTCMA directors, the evening will not be free, although the call of duty should be pleasant. They will be meeting for a board dinner at Antoine's.

Tuesday morning the convention rolls up its sleeves and gets down to business. President Eibert will rap the gavel at 9:30 a.m. in the University Room, to call the first general assembly to order.

He will announce appointments of various committees and conduct elections of a nominating committee to propose officers and directors for the coming year.

At 10:00 a.m. the convention will move into what is one of the most productive and rewarding phases of these

home service conclaves. The assembly will be divided into three groups for the informal roundtable discussions.

Group A will congregate in the Wildcatter's Room, where Paul Eibert will be moderator. Group B will go to the Rex Room, where L. H. Reese, first vice president of the association, will preside. Group C will be in the Orleans Room, with Don T. McGuire, second vice president, in charge.

While the men settle down to the roundtable sessions, the ladies will be conducted on a strolling tour of the Vieux Carré, followed by luncheon at the Court of Two Sisters.

In the afternoon, the International Room will be opened again for inspection of the displays. The exhibit will remain open until 8:30 p.m.

Wednesday morning the pattern of group meetings will be repeated, following a general assembly in the University Room. In the afternoon, the International Room will be open once more, from 1:30 to 5:30 p.m.

At 6:30 p.m., a reception in the Gold Room will start the big social evening of the convention. At 7:30 the annual banquet will get underway in the Grand Ballroom, with dancing and entertainment on the theme of "A Fabulous Night in Old New Orleans."

The next morning the International Room will be open for final viewing of the exhibits, from 9:00 a.m. to 1:00 p.m., after which the displays will be dismantled.

At 2:00 p.m., the moderators will sum up the results of the roundtable discussions at a general assembly in the University Room. Oliver J. Corbett, NRTCMA, secretary will make his report. Remaining business will then be taken care of, and at 4:00 p.m. the adjournment gavel will rap, and NRTCMA's 1958 convention will be history.

Greetings to the NRTCMA convention .

- The Roosevelt
New Orleans, La.
June 1 - 4

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how to use premium coupon plans to build repeat sales

"The market for any brand is like a leaky barrel . . . old customers seeping out of the leaks because you are unable to hold them against the pressure from competitive brands . . . a constant supply of new customers being added at the top to keep the volume up.

"Every time one of your customers switches to another product, it costs you a good deal to replace that customer, let alone add an extra new one.

"How much money?"

This pointed question is asked by The Premium Service Co., Inc., Teterboro, N. J., in a brochure called "Repeat Business, Key to Profits." Gordon C. Bowen, chairman of the board of the Premium Advertising Association of America, is president of the company.

The brochure discusses why a premium coupon plan keeps customers loyal to a brand despite competitive pressure, how it recruits new customers, how it secures consistent display support from dealers, clerks and store managers, how it reminds dealers to re-order and maintain adequate stocks, how to use it in special promotions, how it increases readership and remembrance of advertising.

How much do *you* spend to get a new customer?

"The answer is different for every company, ranging all the way from 20¢ to 90¢ out of every dollar spent on distribution and selling," the brochure says.

"Whatever the answer, one thing is certain . . . Regardless of cost of getting a new customer, you *cannot* afford to lose your present customers.

"Every repeat sale to a steady customer costs less, leaves more in your budget for getting new customers and building a greater volume."

There is nothing magical about premium coupon plans, nor does it require a big budget, the brochure indicates.

"Unlike any other form of advertising or sales promotion," The Premium Service Co. declares, "you pay only for results when you use a premium coupon plan on your products—for consumers, for dealers, or for both.

"You pay the cost of the premium plan only after you have profited from increased sales. It averages a few pennies or less per unit. You—and only you—set the cost of the promotion in terms of what the results are worth to you."

The brochure indicates that at the heart of the premium coupon advantage is the fact that most of the money for this kind of promotion is spent on new or occasional customers who have been converted into steady customers.

"A premium coupon is a reward for steady patronage, as well as an inducement to new customers," the booklet declares. "Your coupons are redeemed only after your customers have accumulated enough of them to earn a premium

. . . and that means only after they have bought your product a good number of times.

"Premium coupons bring you the most important asset any product can have in today's competitive market—brand loyalty. Coupon-saving customers are not easily switched to another brand, and experience has shown that once started, they will continue buying your products and saving your coupons to earn the premiums offered."

The number of people who save coupons is growing, The Premium Service Co. says.

Experience records show that the redemption rate rises rapidly each year, the company revealed.

"A slow start in redemption does not mean that not many people are saving coupons. It usually means that they are accumulating their coupons until they have enough for a really *big* premium. So the coupons issued in any one year 'carry over' to the next year and sometimes beyond. This is important to consider in your bookkeeping."

The brochure points up another fact not generally known to companies which have no coupon plan experience. Only about half of the total number of coupons issued are eventually redeemed.

"What does this mean in your business?" the premium company asks. "Simply this: the value you put on your coupon can be double the amount you would assign if every coupon issued were to be redeemed.

"This is an important point. Many companies starting a premium coupon plan make the mistake of beginning with too small a value on their coupons. This means that dealers and consumers who may be interested in saving coupons lose interest because it just takes too long to earn a worthwhile premium.

"Taking the 50% redemption figure as a starting point, you can analyze your own product and its market, then set a realistic value as to how much you can make your coupons worth per package or per case to consumers and dealers. The answer to that 'how much,' of course, is the value you put on the repeat business."

A reserve fund must be set up to allow for the cost of redeeming the coupons issued, the brochure emphasizes. The Internal Revenue Department recognizes a premium coupon as a direct liability on the part of the company issuing them. The reserve fund is deductible as a necessary business expense.

"This reserve fund is a key calculation in setting up a premium coupon plan," the brochure says. "Aside from the immediate tax savings, the long range bookkeeping can result in a marked difference in the real yearly cost of the program. So setting up the reserve properly can make a dollars-and-cents difference to you."

The brochure analyzes the actual operation of a premium coupon plan and costs. Charts based on case histories show the relationship between coupons issued, coupons redeemed and sales increases.

The brochure can be an invaluable informational aid in exploring the possibility of using a premium coupon plan to increase sales, and in setting up such a plan.

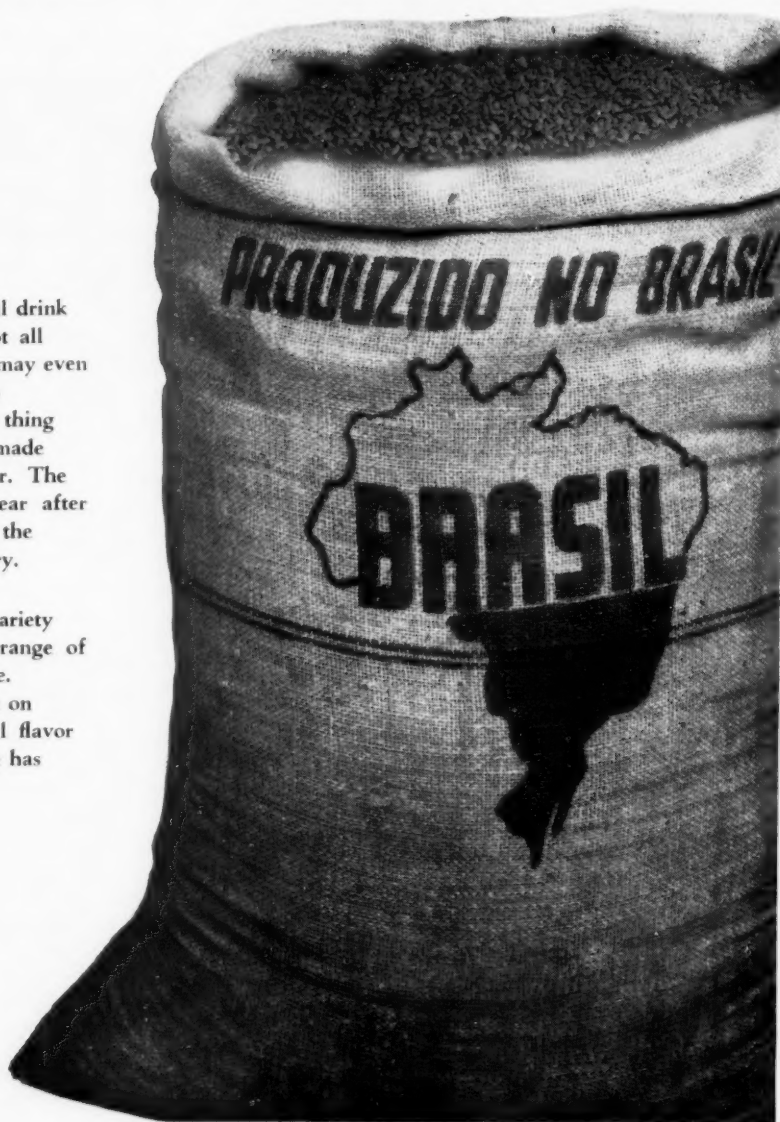


Gordon C. Bowen

BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best way to take an iced coffee break. Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



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COFFEE

and low blood pressure

By DR. W. SCHWEISHEIMER

Are you a hypotensive—a man with low blood pressure? If you are, you have probably seen your doctor, because unexplicably you felt tired, cross and out of sorts much of the time; because you felt depressed and gloomy without knowing why.

Your doctor examined you thoroughly, including blood tests and X-ray pictures. He could not find any pathological changes; everything seemed to be all right. The only thing he was able to find was your low blood pressure—not very low, but ten or 20 points below the average blood pressure for the average man of your age.

You left your doctor's office, and you felt like drinking a cup of coffee in the nearest drug store. You were surprised how immediately after the cup of coffee you felt well, your depressive mood and your fatigue were gone. You felt fine, great. You were laughing and talking and craving for activity. The black shadows that brought gloom to your life had disappeared completely.

A surprising change in a very short while, indeed!

All that had happened was an increase of your low blood pressure by a few points, due to the caffeine-containing beverage. A strong glass of tea might have done the same service. Or if you suffer from chronic low blood pressure, you may have rather unpleasant sensations. A low blood pressure of about 110 or 100 mercury (compared with an average of 120 mm mercury)

may be the cause of fatigue, weakness and depression.

Don't worry: you have every reason to expect a long life. The extensive statistical figures of life insurance companies have shown that people with low blood pressure, on the average, live somewhat longer than people with normal blood pressure and noticeably longer than people with high blood pressure.

Low blood pressure, hypotension, is by far not as frequent as high blood pressure. Many people never know that their blood pressure is low, since they feel well and have no complaints. Dr. A. M. Master, Mount Sinai Hospital, New York City, and Drs. L. Dublin and H. Marks, Metropolitan Life Insurance Co., have stated that low blood pressure is noted most frequently in young adults. They have made studies of blood pressure on some 74,000 persons. The incidence of low blood pressure is higher in women.

Blood pressure usually is lower in the morning than in the late afternoon. It is lower during warm weather or in a warm room. Cold weather or a cold room contracts the blood vessels and increases the blood pressure. Rest in bed often lowers the blood pressure.

Blood pressure will be lowered after a heavy bleeding, after a shock, an operation, a heat stroke, etc. Weakness of the heart muscle lowers the blood pressure; this brings too little blood to the brain, and the patient may faint. Some infectious diseases are followed by temporary low blood pressure, due to the influence of bacterial poisons circulating in the system. One of these diseases is influenza or gripe.

Coffee not only increases the tonic of the blood vessels, thereby increasing the low blood pressure, it acts also on the contraction of muscles. Dr. J. M. Loureiro, in Brazil, studied the action of coffee on the muscular tonus, the contraction of muscles. Ingestion of 150 cc. of strong coffee slightly increased the muscular tonus in his experiments. This would well explain the disappearance of the tired feeling after strenuous muscular work, when a cup or two of coffee have been consumed.

How high is low blood pressure?

Blood pressure is measured with an apparatus, and its height is expressed in millimeters of mercury. A cuff is wrapped around the upper arm and pumped up until it shuts off the flow of blood to the wrist artery. When the doctor releases the pressure from the cuff and the first surge of blood is felt (by the doctor's finger) or heard (with the doctor's stethoscope), he takes his reading. This is the systolic blood pressure, which shows the

(Continued on page 67)

Trade Roast

By DOUGLAS WOOD



"Did you by any chance park your car in front of a fire plug, Joe?"

coffee in many languages

By IAN F. FINLAY

This article is from Coffee Trade News, London, lively monthly issued by The Coffee Publicity Association, Ltd.

The real origin of the word "coffee" is obscure, although it is probably derived from the original Arabic "qahwah" indirectly through the Turkish form "kahveh." Some etymologists nevertheless connect it with the town Kaffa, in south-west Abyssinia reputed to be the birthplace of the beverage.

The earliest reference to the word in English occurred in Linschoten's Travels in 1598, and since then it has appeared in many forms, for example: cophie, coffa, coffy and caffee.

It is thus one of the many "foreign" words which have been introduced into English in the course of the centuries to denote new materials or concepts taken over from other languages and peoples. This process of borrowing and assimilation has been particularly prevalent in the field of beverages, further examples being: tea (Chinese), sherry (Spanish), tokay (Hungarian) and champagne (French).

Coffee "things"

Around the basic word "coffee" there has grown up a whole vocabulary of compounds to describe articles connected with its manufacture and use, for example: coffee cup, coffee bean, coffee-house, coffeepot, coffee-room and coffeeman (a person who keeps an establishment where coffee is served).

It is both interesting and instructive to look at the "coffee" vocabulary of certain other European languages, to see how they describe this beverage and the various forms in which it may be drunk.

French

France: "Le café" may be drunk black, in which case it is "café noir" or "café nature," the latter term usually being used in "cafés" (an interesting case of the place where something is served or taken being called after the substance itself). If the coffee is to be taken with milk, it is called "café au lait." The term "café crème" is used if it is served with cream rather than with milk. Coffee with rum is "café arrosé," iced coffee being "café glacé." The proprietor of a coffee-house is the "cafetier" and a coffeepot is a "cafetière."

The French also have a saying, "donner un mauvais café à quelqu'un," meaning "to give someone a dose of poison!" It shows at least a sense of humor.

Germany: Here we drink "der Kaffee," which may be "ein schwarzer Kaffee" (black) or "Kaffee mit Milch" (with milk) or perhaps "mit Sahne" (cream) or "mit Rum" (with rum) or "Eiskaffee," if we want it iced.

A distinction is made in some parts of Germany between "Das ist Kaffee" (that's ordinary coffee) and "Das ist Café" (that's really good coffee).

There is also a Viennese song entitled "Das Schönste ist doch ein Café" (the nicest thing of all is, however, a coffee).

Netherlands: Here our favorite beverage is called "koffie," and if it is black we may call it either "sterke" (strong) or "zwarte" (black) "koffie," or also "koffie zonder melk" (without milk). Otherwise it is likely to be "koffie met (hete) melk" (coffee with (hot) milk). If taken with a little rum, it becomes "koffie met een scheutje rum" and if iced, "koffeijs" (note the different formation from the German "Eiskaffee").

Scandinavian

Scandinavia: Swedish, Norwegian and Danish are all closely related languages, and the coffee terms differ but little. "Coffee" itself is "kaffee" in all three languages. In Sweden, we have "kaffe med eller utan mjölk" (coffee with or without milk). As in French, a coffee-house is a "kafé."

In Denmark, we have "kaffe med fløde og sukker eller mælk" (coffee with cream and sugar or milk).

In Norway, we get "svart kaffe" (black) or "kaffe med eller utan melk" (coffee with or without milk). Iced coffee is "iskaffe" and a coffee-house may be either a "kaffestue" or simply a "kafé."

Italy: Turning to the country which has had such an important influence on our coffee-drinking habits in recent years, we meet the drink as "caffé," while the strong, black beverage coming from the familiar machine is known simply as "espresso," while that served with hot milk is "cappuccino." If served with rum, it becomes "caffé corretto," and iced coffee is "granita di caffè." The coffee-house is a "caffé" if it serves alcohol as well, but no meals, while a "pasticceria" is more akin to our "teashop" (cf. German "Konditorei").

Spanish

Spain: In the warm South, we meet "café" which may be "café solo" or "café negro" if it is taken black. Taken with milk (or cream) it becomes "café con leche," "crema" or "nata." Iced coffee is "café helado."

Yugoslavia: This is perhaps the only remaining country in Europe where our English tourist is likely to want to drink coffee at the moment. Here he must ask for "kava." If black coffee is desired, we have "crna kava," while if it is served with milk, we have "kava s mlijekom." Served with cream it is "kava sa skorupom." The coffee-house is called either a "kafana" or "kavana."

For the sake of completeness, we give below the word for "coffee" in the remaining European countries: *Portugal*, café; *Roumania*, cafeaua; *Russia*, kofe; *Poland*, kawa; *Czechoslovakia*, káva; *Bulgaria*, kafeto; *Hungary*, kávé; *Finland*, kahvi; *Greece*, kaphes; *Albania*, kafja; *Turkey*, kahve; *Arabia*, ahwa; and should you be an Esperanto enthusiast, kapo.

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"Mark my word"

By MARK HALL



HOW TO PLAY THE STOCK MARKET

Every coffee man should have a hobby. Many like to play golf. Others roll dice for the lunch tab. Some prefer to play the stock market.

This last is not advised, unless you want to get rid of some of those funds you don't feel are safe in government bonds.

Here are a few precautions in playing stocks, gathered from those who never made any money doing it.

It is one business with no room for enthusiasms. Your blood should be at about the same temperature as an Alaskan cod. If you are inclined to warm up emotionally, use an ice pack. Listen to advice, but don't take it. Men who know are not releasing any information to you. They don't want to be responsible for any bad moves you might make.

You should be a turncoat of the first order. Have no loyalties either to the bears or the bulls. One blend is as good as the other to you. You can probably make your money faster on a falling market than a rising one. It may take a bull market ten years to reach its pinnacle, and six months to go back to where it started.

Never think a thing should happen, but be the first to recognize that the thing is happening. Disaster could be your opportunity. Happy days are a fool's paradise.

Discard your evidence if the market moves contrary to your conclusions. Don't think the market is always prophetic of economic conditions for the short pull. In the long run, however, economics rule, but you could be broke by that time.

No one knows whether he is a success or failure in the stock market until he survives—with the money he has made on a bull market—the crash and final bottom which comes in a bear market.

If the above sounds too complicated, try the coffee market. You might know more about your own business.

Mortimer aids medical fund drive

Charles G. Mortimer, president and chief executive of the General Foods Corp., has accepted the chairmanship of the food processing division of the National Fund for Medical Education.

The National Fund for Medical Education is spearheading a nationwide appeal to raise \$10,000,000 each year for the country's 82 accredited medical schools.

What Ruffner Service Means To You

COUNTRYWIDE COVERAGE

Offices in the major distributing centers of the United States.

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A background of 62 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

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Over the years, we have enjoyed the representation of the most reliable shippers.

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1,000,000 bumper strips to urge coffee break "for safety's sake"

The most extensive coffee campaign for highway safety ever conducted is set for this summer, Gilbert Coburn, director of public relations for the Pan-American Coffee Bureau, told members of the trade last month.

Motorists will be reminded more frequently than ever before to stop for coffee-breaks, he said.

"For coffee companies this is a great opportunity to help sell the coffee-break to America-on-wheels and also to cash in on the additional cups of coffee the driving public will drink," he suggested.

Official national and state safety groups from coast to coast will distribute nearly 1,000,000 bumper strips bearing the slogan, "For Safety's Sake, Slow Down and Live, Stop for A Coffee-break".

Publicity, both national and local, in newspapers, magazines and on radio and television will also promote the highway coffee-break.

"There are few news stories or magazine articles on highway safety appearing today that do not include the coffee-break as a safety suggestion," Mr. Coburn commented.

"We hope that during the summer months, you will support the campaign by carrying its message in your advertising—in newspapers, posters and on radio and television. It is particularly effective on radio, which reaches millions of drivers while they are on the road."

The Coffee Bureau is making available to coffee companies, as a display piece wherever coffee is served, a 5" by 7" window sticker bearing the slogan "For Safety's Sake, Stop for A Coffee-break", with the additional notation "Served Here". Restaurants particularly can use the window sticker during the summer. It is also appropriate for coffee vending machines.

The "Served Here" may cut off and the sticker used in other locations.

PACB provides the first 50 stickers without charge, and additional quantities at a cost of \$1.00 per 100.

"In the years since World War II, the coffee-break in business and industry has become an accepted part of the American way of life, with sound benefits to the coffee industry," Mr. Coburn declared. "Its logical extension to motorists not only makes a genuine contribution to highway safety, but also is good business for coffee companies."

Joins General Foods Research Center

Milton Kaplow has been appointed an associate technologist in the packaging laboratory of the General Foods Research Center, Harvey K. Murer, director of research, has announced.

Prior to joining the GF Research Center, Mr. Kaplow had been an assistant professor of food technology at the University of Miami. Previously, he had been with the U. S. Department of Agriculture.

Mr. Kaplow received his bachelor of science degree from the Massachusetts Institute of Technology and a masters' degree from the University of Massachusetts.

He is a member of the American Chemical Society and of the Institute of Food Technologists.

Crops and countries

coffee news from producing areas

New shipping regulations for 1958-59

Brazil coffee crop proposed by IBC

The Administrative Board of the Brazilian Coffee Institute has approved new shipping regulations for the 1958/59 crop.

The regulations have been sent to the country's Minister of Finance for approval.

In addition to the three series of coffee—common, preferential and washed—the new regulations establish a new series, "excess."

The excess series consist of "a quantity of coffee necessary to establish equilibriums between supply and demand," and which the government buys "at compensatory prices."

The board suggested that there be no change in the current regulations with respect to the other three classifications, washed, preferential and common, and that the first two series be permitted to move to ports without impediment, other than the normal delay involved in ascertaining that the coffee in question is up to standard.

Port limits applying only to the common series have been suggested as follows: Santos—2,500,000 bags; Paranagua—1,800,000 bags; Rio de Janeiro—1,000,000 bags; Victoria—350,000 bags; Niteroi—200,000 bags; and Angora dos Reis—150,000 bags.

A meeting of the Administrative Board of IBC was

scheduled to take up such questions as whether any part of the 1958/59 crop should be removed permanently from the market, the percentage of the crop that should be retained, and financing of coffee during the coming season.

See record coffee crop in Ecuador

The 1957 coffee crop in Ecuador reached a record high, according to Compania de Intercambio Y Credito, S. A., Guayaquil.

Last year's coffee exports amounted to 29,020,107 kilos, the company reported, an increase of 16.5%.

A further increase can be expected this year, predicted the company, leading shippers of coffee from Ecuador, since new plantations will enter production.

Moreover, quality should be better. The new plantations are better handled and grow selected strains of coffee.

As part of its efforts to improve quality, Compania de Intercambio contributed heavily to a manufacturer of depulping machines.

The only solution to a coffee crisis is promotion to increase consumption 4,000,000 to 5,000,000 bags, the company indicated.

Africa's share of world coffee production

now at 18%, up 70% in seven years, FAO says

Africa's output of coffee has increased by 70% in the past seven years. Its share of world production now amounts to about 18%.

These figures were published by the Rome headquarters of

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the Food and Agriculture Organization of the United Nations.

FAO said that in the postwar period Africa has emerged as an important supplier to most European markets and also to the United States.

The recent establishment of the European Economic Community again focusses attention on the competitive position of African Robusta coffee, FAO said.

With a negligible domestic consumption, practically all coffee produced in Africa is channeled into export trade, and now accounts for more than 20% of world exports, the report continued.

"It should be noted that despite the relatively rapid increase in African output, that continent's share in the world production has gone up from only 13% ten years ago to between 17% and 19% in recent years, while Latin America, although expanding its production at a relatively slower pace, has, in absolute figures, added almost twice as much as Africa to its aggregate output," FAO declared.

In discussing production in Africa by areas, FAO pointed out that in the French African territories, the area under coffee is estimated to have increased since 1950 by 50 to 60%.

In the British African territories the increase, is said to have been about 33%, mainly in Uganda.

Mention is made of the fact that coffee cultivation is to be intensified in Ghana, in order to lessen the country's dependence on cocoa.

The area under coffee in the Belgian Congo has been increased by more than 40% in the last seven years, and output is to be stepped up to 1,166,667 bags by 1962/63.

Ruanda-Urundi's production of Arabica is expected to reach 666,667 bags by 1965.

The area planted to coffee in Angola has been increased by about 80% since 1950.

Kenya coffee crop tops estimate

Kenya's 1957/58 coffee crop amounted to 20,837 tons—more than 1,000 tons over the estimate—a spokesman for the Kenya Coffee Board said.

The bulk of the crop again came from European growers, but the native grown crop increased from 1,500 to 2,000 tons. The selling season ended May 6th.

The chief liquoror to the Board, C. L. Devonshire, said that the quality of the crop generally had been rather disappointing.

The best qualities were harvested early in the season and sold late in 1957 and early 1958 and prices obtained for these were very satisfactory. Most of the quality crop realized a big premium over the New York market, and West Germany was almost the only buyer.

The majority of "fair to average" coffee went to the United Kingdom and the United States.

Fort Worth coffee firm gets safety award

The White Swan Coffee Co., Fort Worth, Texas, has received the National Safety Council's public interest award for 1957.

The award is made annually for exceptional service to safety.

It was presented to the White Swan Coffee Co. in recognition of its traffic safety campaign conducted during the 1957 Christmas holidays.

**Serving good iced coffee
a key to restaurant volume;
three ways to make it**

One of the best ways for restaurants to tie in with the upcoming iced coffee promotion is to serve good iced coffee.

This is pointed out by the Pan-American Coffee Bureau, which is spearheading the record 1958 iced coffee drive.

Joining PACB in the campaign are General Mills (Betty Crocker Cake Mixes) and The Carnation Co. (Carnation Evaporated Milk.)

The three are sponsoring a spectacular advertisement, the largest single food advertisement to be published by either the Saturday Evening Post or Life magazine.

The advertisement is a four-color, six-page double gatefold, scheduled for the June 7th issue of the Post and the June 30th issue of Life.

Restaurants which cooperated in the iced coffee campaigns during the past two summers have reported not only increased sales of iced coffee but increases in their overall summer traffic. They also report that iced coffee is the only summer beverage that "sells" other food items.

In keeping with this year's slogan, "Good Restaurants Serve Good Iced Coffee," PACB recommends three simple ways for offsetting customer complaints of "weak" coffee.

One simple way of preparing good iced coffee is by pre-cooling. The coffee is prepared at a ratio of one-and-one-half gallons of water to a pound of coffee. The freshly-brewed coffee is drawn into a non-metal container, cover-

ed, and allowed to cool at room temperature. The coffee is *never* refrigerated overnight.

Average serving is six ounces of coffee per 12-ounce glass, filled with ice, but allowing room for adding cream and sugar.

Another popular way is to make double-strength coffee, using a ratio of one gallon of water to one pound of coffee. The method permits pouring the freshly-brewed coffee over ice, with the double-strength coffee compensating for the quick dilution from the ice.

Still another way is to freeze regular strength coffee—brewed at the ratio of two gallons of water to a pound of coffee—into ice cubes. A serving is prepared by pouring regular strength hot coffee over several coffee ice cubes in a glass.

All three methods have been used by leading restaurants throughout the country. In addition, many restaurants are finding that special iced coffee drinks can be served as high profit items. Customers who normally will not order a rich dessert enjoy iced coffee both as a cooling drink and a tasty dessert at the end of a meal.

Two of the six new ways of serving iced coffee, featured in the Post and Life advertisement include: iced coffee mocha, made by adding two tablespoons of chocolate syrup and two tablespoons of cream to a glass of iced coffee and topping with whipped cream; and iced coffee float, made by adding a scoop of any flavor ice cream to a glass of iced coffee.

Numerous iced coffee recipes are included in "Fun With Coffee", a booklet distributed by PACB and available to restaurants through their local coffee suppliers.



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by the

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Coffee purchases by U. S. housewives up 2% in first quarter over 1957 period

Coffee purchases by U. S. housewives during the first quarter of 1958 climbed 2% ahead of the same period last year, maintaining the steady improvement they have shown for the last 12 months, the Pan-American Coffee Bureau has reported.

Sales of regular coffee in bags and vacuum cans increased slightly over the first three months of 1957, while instant coffee purchases jumped 7.5%, according to the findings of a continuing survey made for PACB by the Market Research Corp. of America.

Some 435,000,000 lbs. of roasted coffee were used in regular and instant coffee purchased by homemakers during this period, an increase of 8,100,000 lbs. over the first quarter of 1957, the survey showed.

In this computation one pound of instant equals three pounds of regular.

Of this total, roasted coffee purchases took 345,100,000 lbs., up fractionally from the 343,300,000 lbs. in the same period last year.

Instant coffee purchases, expressed in two-ounce equivalent units, rose to 240,800,000 units this year, from 224,000,000 units in 1957.

Instant coffee purchases amounted to 20.7% of all coffee bought compared with 19.6% in the first quarter of 1957.

Jurgens named CBI field research director;

Bappert resigning to join Duncan Coffee

John J. Jurgens, for the past two years Eastern field representative of The Coffee Brewing Institute, Inc., has been appointed field research director by Eugene G. Laughery, CBI president.

Mr. Jurgens assumed his post May 1st.

He succeeds Robert E. Bappert, who resigned to join the Duncan Coffee Co., Houston, Texas, as of June 1st.

With CBI since October, 1954, Mr. Bappert became widely known in the trade through his work on upgrading of quality coffee brewing.

Before joining CBI in June, 1956, Mr. Jurgens had been identified with the coffee roasting trade for ten years as a sales representative and sales manager.

A graduate of Rutgers University, he lives in Huntington, L. I.

CBI brewing demonstration presented

to industrial cafeteria managers

A quantity brewing demonstration was presented by The Coffee Brewing Institute to the 17th semi-annual conference of the Industrial Cafeteria Managers Association in Detroit, Mich.

Warren Schmidt, Midwestern field representative for CBI, handled the demonstration.

Delegates represented some of the largest industrial feeding operations in the nation.

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CBI's Lockhart to chair first coffee

session at food technologists meeting

Dr. Ernest E. Lockhart, scientific director of The Coffee Brewing Institute, presided at the first session ever devoted to coffee by the Institute of Food Technologists.

The session was held during the annual meeting of the organization in Chicago.

Dr. Lockhart also delivered a paper on the analysis of coffee grinds, based on the results of a study recently completed and published in monograph form by the Institute.

Featured on the program were two scientists, Dr. Gordon Mackinney, and Dr. Stanley Segall, identified with important research projects conducted under CBI auspices.

Dr. Mackinney, a member of the Department of Food Technology at the University of California and author of the report, "On the Color of Coffee," spoke on the relation between color and roasting temperature in coffee.

Dr. Stanley Segall, research director of Kwik Kafe Coffee Processors of America, Inc., and winner of the first fellowship awarded by The Coffee Brewing Institute, offered a two-part paper dealing with the influence of high temperature holding on the components of coffee brew.

Much of the research on this subject was conducted while Dr. Segall was a graduate student at the Massachusetts Institute of Technology.

De La Mare heads committee to build

coffee consumption in France

A committee has been set up in France to promote coffee consumption in that country.

Heading the new group is Jacques Louis-Delamare, of Le Havre, representative of the green coffee trade. Vice president is M. Anoma, Ivory Coast minister of agriculture.

The committee will contact the International Coffee Organization, established in Rio de Janeiro last January.

Ratification by the French government of the agreement setting up the committee was considered imminent. Financing would come from Stabilization Funds in overseas territories and from coffee importers in France.

One of the committee's first tasks will be a detailed study of the market for coffee in France.

How not to make friends

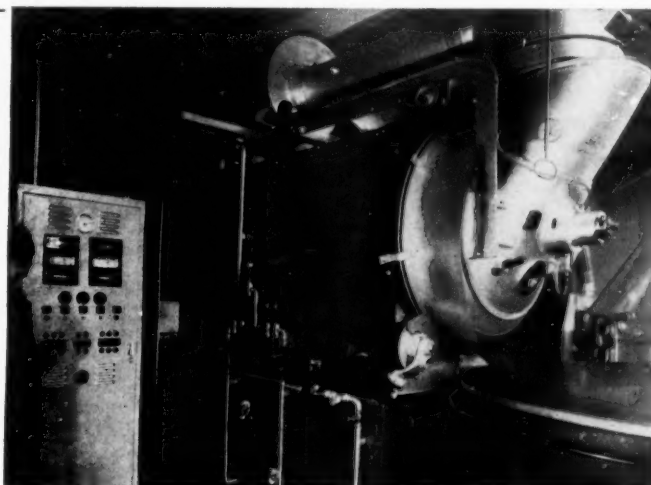
"One thing we Americans aren't proud of is the high cost of living here," the New York World-Telegram editorialized last month." Now comes word that some bumblehead at the Brussels World's Fair is making it appear even higher than it is."

In the "typical ice cream parlor" at the American pavilion, coffee costs 24¢ a cup, the newspaper said. Other prices are similarly high.



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a PROBAT extra—for locking-in flavor and aroma



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Unusual features reported at Kroger instant plant

Several unusual features have been incorporated into the recently expanded Kroger Co. instant coffee plant at Cincinnati, Ohio., Food Engineering reported in a recent issue.

Contributing to free flow and to efficient extraction are type of grind and moisture content of the coffee beans, the article pointed out. Batch roasted and water cooled, the beans are relatively high in moisture. This not only makes extraction easier, but permits special grinding. Being somewhat "plastic," the beans are coarse ground with a rolling effect that flattens the particles to provide greater surface area and speed extraction.

The coarse grind also minimizes pressure drop in processing and permits uniform flow through the extractor charge. There is no channeling of flow around dense spots in the coffee, with consequent irregularity of extraction and lower yield.

"But there's a handicap here, too," the article said. "Some production capacity is sacrificed because less coffee is contained in each cubic foot of extractor volume. So more basic process capacity is required, with higher investment in equipment."

In the long run, however, Kroger considers the economics to be in its favor, Food Engineering reported. Good yield and good quality are obtained, and production delays and material waste are avoided. It is expensive to dump the

coffee from an extractor unit with incomplete extraction due to flow stoppage, flow restriction, or to channeling of flow.

To guard against unnecessary loss of flavor quality, Kroger grinds the roasted beans immediately before discharge into an extractor cylinder. A pushbutton operated, traveling weigh-hopper and grinder assembly operates on rails above the extractors.

Minimum concentration obtained in the extraction process is "a good 31% solids," the article said.

The extraction equipment was fabricated by Rodney Hunt, the spray dryers by the Swenson Evaporator Co.

Bowen Engineering holds spray-drying seminar for new representative personnel

As part of an intensified campaign to provide better-than-ever technical service to users and potential users of spray drying equipment, Bowen Engineering, Inc., North Branch, N. J., recently held a three-day technical seminar for the personnel of Bowen's newest manufacturers' representatives.

These representatives are the R. F. Kleinfeldt Co., with offices in Pittsburgh and Cincinnati; Bruce A. Wilson & Co., Houston; and Robert A. Griffiths & Co., Rochester.

According to Ralph T. Reeve, president of the spray dryer firm, the technical sessions were in accordance with the long-time policy of the company "to provide the best technical service in the industry."

The technical service department of Bowen Engineering is under the direction of Earl Amthauer, a chemical engineer

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whose background in the chemical industry includes substantial first-hand production experience with large Bowen spray dryers.

Mr. Reeve pointed out that the reaction of the men, most of whom are engineers, to the gruelling cram sessions was one of "tell us more." The men were lectured in detail on some of the newer and more interesting applications of spray drying to various products, including coffee.

New bulk, institutional division set up

by Nestlé; Corrigan named general manager

Thomas F. Corrigan has been appointed general manager of the new bulk and institutional division of The Nestlé Company, Inc., it was announced by H. K. Philips, vice president in charge of sales, who also reported several other appointments resulting from the consolidation of the former bulk department and Institutional Sales organization.

Mr. Corrigan has been in charge of the sale of Nestlé's bulk cocoa powders and chocolate coatings for several years.

As general manager of the new bulk and institutional division, he will be responsible for planning, marketing and sales not only for bulk items but also for fountain, vending, institutional products and government sales.

Harris B. Burrows will continue as manager of institutional products, directing, planning and marketing for the expanding restaurant and vending trade.

Bernard J. Maloney will continue to be responsible for government sales.

Robert H. Wilson has been appointed assistant manager of bulk sales, with special responsibilities for sales of chocolate coatings, bulk cocoas and ice cream flavors.

Edward C. O'Leary, formerly region manager of general sales, Dallas, Texas, has been transferred to White Plains as sales manager of institutional products.

Irving Leindorf, vending specialist, will act as field staff assistant to Mr. O'Leary, concentrating on sales service and technical assistance to customers on machine and equipment operations.

The new division will include a separate institutional field sales force with eight zone supervisors directing a national staff of 50 highly trained specialists.

Coffee and tea served in American Pavilion

Restaurant at Brussels Fair are instants

The United States is serving only instant coffee—exclusively Nescafé—in the American Pavilion of the Universal and International Exhibition of 1958 at Brussels, according to Hans J. Wolfisberg, president of The Nestlé Company, Inc., White Plains, N. Y.

Mr. Wolfisberg pointed out that instant coffee has earned this recognition through its fast growing popularity. In ten years, consumption has risen in the American home from one cup in 20 to one in three, he said, and the percentage is increasing each year.

Nestea Instant Tea and EverReady Sweet Milk Cocoa are two other Nestlé beverages served exclusively at The Brasserie's American Pavilion Restaurant.

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this terrific
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EXCLUSIVE!**

Offer your summer customers the *only* crystalline instant coffee that dissolves instantly and fully in *ice water* for quick, effortless delicious iced coffee! They'll love it—and come back for more *all year round!*

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ALL THESE OTHER ADVANTAGES, TOO!**

- 1 Finest instant coffee produced and available in 2, 4 and 6 ounce jars.
- 2 Decaffeinated instant coffee also available for your own private label.
- 3 The large 6 ounce jar can retail at 79¢ and still make money—not a loss leader!
- 4 Stock labels available.
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SEND FOR FREE SAMPLE!

Crystalline Holiday instant coffee is pictured at the left. The other glass contains a typical spray-dried instant. Note how, after even 10 minutes, the other instant is still undissolved—while crystalline Holiday is fully dissolved—without stirring—in less than 30 seconds! Write for free sample on your business stationery.

Holiday Coffee Corp., Walpole, Mass.

On the menu

Developments among public feeding outlets

How your restaurant customers can sell

— and serve — more coffee

Pointers for restaurants on how to sell and serve coffee were recently outlined by H. F. Briggs, of Cooking for Profit. The pointers make powerful ammunition for coffee salesmen in the institutional field.

If most of your customers drink coffee, why bother to merchandise it? You're going to sell it anyway—isn't that enough?

On the face of it, the answer should be yes. But on further analysis, this is definitely not so. There is too much at stake. Or put it another way—coffee has a sales potential that none of your other menu items offer, and for that reason alone coffee promotion is good for business. As indicated above, satisfaction derived from coffee is largely intangible because it features so largely in social relations.

In the morning, breakfast satisfaction is pretty much dependent on coffee satisfaction. Poor coffee, cold coffee, not enough—any one of these can start the day off wrong for many a man or woman. It may seem ridiculous, but who says we are all rational beings?

Some people don't even want to talk until they've had

their morning coffee. Others feel dull and unawake until after they've had a cup of coffee. There are few coffee drinkers who don't look forward more or less eagerly to this drink.

More and more restaurant operators are becoming aware of the fact that overcoming morning lethargy in their customers is to their advantage and some of them are coping with this problem very successfully.

The restaurant operator who has his waitresses serve every breakfast customer with a cup of strong, hot coffee when he sits down is not being generous. He is being wise. This is a superb recognition of another's personal needs and immediately establishes rapport between the customer and his restaurant host.

Breakfast business has always been the restaurant operator's headache, but many a restaurant man is finding that he can build business through clever coffee promotion. Offering the customer coffee as soon as he is seated and before he orders breakfast is a sure method of selling more breakfast items. Your waitress' suggestions for an adequate breakfast get better reception and are more likely to build up sales.

Another good approach is to serve breakfast customers with a pot of coffee when coffee is ordered. Few coffee drinkers are satisfied with one cup for breakfast. The satisfaction of sitting with a pot of coffee on the table is much greater than ordering a second cup.

Some operators instruct their waitresses to refill the customer's cup at least once or ask if he would like his coffee "warmed up."

Whether coffee is included as part of the breakfast menu,

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Coffee Importers and Agents

King Coffee's Vending Show



Some of the nearly 650 industrial executives, caterers and vending people who attended the third annual coffee vending show staged by King Coffee, Inc., Detroit. The two-day show was set up in some of the coffee storage space at the rear of the King Coffee plant. It drew visitors from Michigan and ten other states.

the price should be set so that at least a second cup of coffee is always served in one way or another.

Where coffee is charged as a separate item on the breakfast menu, pots containing two or more cups should be listed. An unusual approach, and one that would pay off, would be to offer two cups of coffee as your breakfast special for a special price.

There is probably no medium through which breakfast business can be expanded better than through your coffee service. To give the customer the idea that you know how important coffee is to him and that your coffee is of top quality is well worth while.

Coffee-break. Your next contact with the customer comes at the coffee-break. Here speed of service and quality of product are paramount. With your price set per cup, your best repeat sales are made by suggestion on the part of the waitress to those customers who seem to have time. But by and large, coffee-break customers are one-cup customers because of the time element, and for that reason second-cup purchases are made by the customer rather than sold by the waitress.

Luncheon. Coffee promotion to luncheon customers can be gauged to some extent by when the guest orders his coffee. If he prefers it "with the meal," the waitress can often sell more by suggesting it again when she serves the dessert. If he asks for coffee with the dessert, then resale depends on whether the customer seems hurried or not. Wherever two or more people lunch together, there is a potential for more food sales tied in with more coffee.

When a waitress terminates her service prior to giving the customer his check, she should ask—"Would you like another cup of coffee?" . . . not "Is that all?" This approach should be standard practice. The waitress should use this opportunity to sell other foods with coffee by suggestive promotion and use of the coffee as a sales builder. She is your major contact with the customer and proper merchandising is her responsibility.

Dinner. Your dinner customer is most inclined to take his leisure. Coffee merchandising at this meal will sell other foods—and the pot of coffee the regular unrequested refill, the heated carafe at the table—are all excellent ways of maintaining a good relationship between customer and restaurant. Offering free coffee and more coffee with desserts is profit-

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able because the coffee cost can be added to the food item ordered and is, therefore a leader to more food sales.

Many restaurant operators are finding it profitable to prepare and merchandise special types of coffee. Many diners enjoy experimenting with different kinds of coffee service and the demi-tasse of strong coffee, Viennese coffee, *cafe au lait*, Turkish coffee or the presently popular Italian *espresso* are all candidates for extra and unusual coffee promotion and additional food sales. And they can be profitably priced.

The Coffee Mill in New York is an excellent illustration of how expert merchandising of coffee can be profitable. This unusual restaurant serves 20 different varieties of coffee, ranging from the ordinary cup—as we know it—to such exotic drinks as Australian coffee foam (eggs, milk, syrup and coffee mixed to a froth), Ukranian coffee (chocolate, coffee, sugar, milk and whipped cream), and *cappuccino* (hot milk, cinnamon and whipped cream added to *espresso*).

Recession puts an end

to free coffee break

The recession claimed the free coffee break as its latest victim, the New York Times reported last month.

The American Brake Shoe Co., New York City, has discontinued its distribution of two free cups of coffee each day to 10,000 employees in the main office and 54 plants.

The company, which manufactures brake shoes for railways and automobiles, said that the coffee break would continue, but that each employee would have to pay for his own.

The anti-recession measure, according to a company spokesman, should save the company at least \$200,000 a year.

Company newspaper started by Superior

Tea & Coffee employees to mark anniversary

A new four-page company newspaper has been initiated by the employees of the Superior Tea & Coffee Co., Chicago, in conjunction with the firm's 50th anniversary celebration.

Called "The Coffee Cup," the monthly publication consists of news items about Superior employees and their families, as well as current events in the coffee, hotel and restaurant industries.

Superior, which began as a grocery store operation in 1908, currently ranks as one of the Midwest's largest producers of coffee and related food products for the restaurant and over-the-counter consumer trade.

According to Earl Cohn, executive vice president of the firm, the new publication is a progressive step in the creation of better employee understanding and even closer inter-departmental relationships.

"The paper includes everything from a gossip column and a recipe corner to department reports, the inevitable Inquiring Reporter and a suggestion contest," he said.

More coffee exports, acreage

Last year Malaya's coffee exports rose to 42,135 tons, from 28,827 tons in 1956.

From 5,000 acres in 1950, the area under coffee in the state has increased to over 10,000 acres.

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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—Java Pacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Bt—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
Detroit
Gal—Galveston
Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New York
NJ—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
6/2	Boffa	Bl-Dia	Bo6/16 NY6/19
6/3	Afr Glade	Farrell	USA6/19
6/15	Afr Pilot	Farrell	USA7/1
6/20	Del Campo	Delta	N07/7
7/2	Bakala	Bl-Dia	Bo7/17 NY7/19
7/11	Del Monte	Delta	N07/28
8/1	Del Sol	Delta	N08/18
8/2	Irima	Bl-Dia	Bo8/17 NY8/19

ACAJUTLA

6/10	Texita	UFruit	Cr6/14
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AMAPALA

6/7	Texita	UFruit	Cr6/14
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BARRANQUILLA

6/3	Christiane	UFruit	NY6/14
6/10	Lovland	UFruit	NY6/21
6/14	Byfjord	UFruit	Ho6/20 N06/22
6/17	Copan	UFruit	NY6/28
6/24	Elsie Winck	UFruit	N07/5
6/28	Jersbek	UFruit	Ho7/4 N07/6
7/1	Christiane	UFruit	NY7/12
7/8	Lovland	UFruit	NY7/19
7/12	Byfjord	UFruit	Ho7/18 N07/20

BARRIOS

6/10	Verdande	Lawes	NY6/19
6/15	Lempa	UFruit	Ho6/19 N06/21

SAILS	SHIP	LINE	DUE
6/17	Arctic Tern	UFruit	NY6/24
6/18	Highland	Lawes	NY6/25
6/22	Leon	UFruit	Ho6/26 N06/28
6/24	Trolleggen	UFruit	NY7/1
6/25	Lowland	Lawes	NY7/2
6/29	Candida	UFruit	Ho7/3 N07/6
7/1	Jytte Skou	UFruit	NY7/8
7/1	Verdande	Lawes	NY7/10
7/6	Lempa	UFruit	Ho7/10 N07/12
7/8	Arctic Tern	UFruit	NY7/15
7/13	Leon	UFruit	Ho7/17 N07/19

CORINTO

6/13	El Salvador	Mam	NY6/25
6/14	Managua	Mam	Ho6/23 N06/27
7/5	Costa Rica	Mam	NY7/18
7/7	Honduras	Mam	Ho7/17 N07/21

CORTES

6/11	Verdande	Lawes	NY6/19
6/11	Jytte Skou	UFruit	NY6/17
6/12	Lempa	UFruit	Ho6/19 N06/21
6/18	Arctic Tern	UFruit	NY6/24
6/19	Highland	Lawes	NY6/25
6/19	Leon	UFruit	Ho6/2 6N06/28
6/25	Trolleggen	UFruit	NY7/1
6/26	Lowland	Lawes	NY7/2
6/26	Candida	UFruit	Ho7/3 N07/6
7/2	Verdande	Lawes	NY7/10
7/2	Jytte Skou	UFruit	NY7/8
7/3	Lempa	UFruit	Ho7/10 N07/12
7/9	Arctic Tern	UFruit	NY7/15
7/10	Leon	UFruit	Ho7/17 N07/19

SAILS SHIP LINE DUE

CRISTOBAL

6/11 Byfjord Ufruit Ho6/20 N06/22
6/25 Jersbek Ufruit Ho7/4 N07/6
7/9 Byfjord Ufruit Ho7/18 N07/20

DAR es SALAAM

6/17 Kenneth McKay Lykes Gulf/17
6/21 Afr Rainbow Farrell Bo7/17 NY7/19
7/8 Friesland Nedlloyd NY8/9 LA8/27 SF9/2 Po9/11 Va9/20
7/16 Afr Moon Farrell Bo8/11 NY8/13
8/6 Samarinda Nedlloyd NY9/8 LA9/26 SF9/30 Po10/9 Se10/14 Va10/18

DOUALA

6/18 Bakala BI-Dia Bo7/17 NY7/19
7/18 Irima BI-Dia Bo8/17 NY8/19

LAGOS

6/16 Tana Am-WAfr USA7/20
7/10 Ferngrove Am-WAfr USA8/15

LA LIBERTAD

6/9 El Salvador Mam NY6/25
6/10 Managua Mam Ho6/23 N06/27
7/1 Costa Rica Mam NY7/18
7/3 Honduras Mam Ho7/17 N07/21

LA UNION

6/11 El Salvador Mam NY6/25
6/12 Managua Mam Ho6/23 N06/27
7/3 Costa Rica Mam NY7/18
7/5 Honduras Mam Ho7/17 N07/21

SAILS SHIP LINE DUE

LIMON

6/13 Lovland Ufruit NY6/21
6/20 Copan Ufruit NY6/28
6/21 Jersbek Ufruit Ho7/4 N07/6
6/27 Elsie Winck Ufruit NY7/5
7/4 Christiane Ufruit NY7/12
7/5 Byfjord Ufruit Ho7/18 N07/20
7/11 Lovland Ufruit NY7/19

LOME

6/22 Bakala BI-Dia Bo7/17 NY7/19
7/22 Irima BI-Dia Bo8/17 NY8/19

LUANDA

6/7 Del Campo Delta N07/7
6/28 Del Monte Delta N07/28
7/19 Del Sol Delta N08/18

MATADI

6/4 Del Campo Delta N07/7
6/7 Afr Pilot Farrell USA7/1
6/25 Del Monte Delta N07/28
7/16 Del Sol Delta N08/18

MOMBASA

6/15 Rondo Nedlloyd NY7/12 LA7/30 SF8/5 Po8/14 Se8/19 Va8/23
6/19 Afr Rainbow Farrell No7/17 NY7/19
6/21 Kenneth McKay Lykes Gulf 7/17
7/10 Friesland Nedlloyd NY8/9 LA8/27 SF9/2 Po9/11 Va9/20
8/11 Samarinda Nedlloyd NY9/8 LA9/26 SF9/30 Po10/9 Se10/14 Va10/18

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SAILS SHIP LINE DUE

PARANAGUA

6/10	Mormacowl	Mormac	Jx6/29	NY7/3	Ba7/6	Pa7/8	Ba7/9
6/11	Mormacrey	Mormac	LA7/15	SF7/17	Va7/21	Se7/30	Po8/1
6/11	Axeldyk	Hol-Int	NY7/1	Bo7/3	Pa7/5	Ba7/6	HR7/7
6/12	Guatemala	Lloyd	NY7/3				
6/14	Del Viento	Delta	N07/6	Ho7/11			
6/15	Mormacsea	Mormac	Ba7/2	Pa7/4	NY7/5	Ba7/8	M17/12
6/21	Peru	Lloyd	N07/11	Ho7/18			
6/22	Mormacsaga	Mormac	NY7/9	Bo7/12	Pa7/14	Ba7/16	N17/17
6/22	Brasil	Lloyd	NY7/13				
6/24	Mormacgulf	Mormac	LA7/29	SF7/31	Va8/4	Se8/14	Po8/16
6/28	Del Valle	Delta	N07/20	Ho7/25			
6/29	Mormacteal	Mormac	Jx7/16	NY7/20	Bo7/23	Pa7/25	Ba7/27 N17/28
7/3	Mormactide	Mormac	Ba7/21	Pa7/23	NY7/24	Bo7/27	M17/31
7/9	Mormacsurf	Mormac	LA8/12	SF8/14	Ba8/18	Se8/26	Po8/29
7/10	Bahia	SCross	NY7/31	Bo8/4	Pa8/6	Ba8/7	N18/8
7/10	Mormacsun	Mormac	NY7/28	Bo7/31	Pa8/2	Ba8/4	N18/5
7/12	Del Mundo	Delta	Bo8/1	Ho8/6			
7/14	Mormacyork	Mormac	Ba7/31	Pa8/2	NY8/3	Bo8/6	M18/10
8/12	Rosita	SCross	NY9/1	Bo9/5	Pa9/7	Ba9/8	N19/9

RIO de JANEIRO

6/9	Rosita	SCross	NY6/27	Bo7/1	Pa7/3	Ba7/4	N17/6
6/9	Mormacrey	Mormac	LA7/15	SF7/17	Va7/21	Se7/30	Po8/1
6/11	Del Oro	Delta	N06/27	Ho7/2			
6/14	Mormacowl	Mormac	Jx6/29	NY7/3	Bo7/6	Pa7/8	Ba7/9 N17/10
6/16	Axeldyk	Hol-Int	NY7/1	Bo7/3	Pa7/5	Ba7/6	HR7/7
6/17	Guatemala	Lloyd	NY7/3				
6/19	Del Viento	Delta	N07/6	Ho7/11			
6/19	Argentina	Mormac	NY6/30				
6/22	Mormacgulf	Mormac	LA7/29	SF7/31	Va8/4	Se8/14	Po8/16
6/26	Del Mar	Delta	N07/9	Ho7/14			
6/26	Peru	Lloyd	N07/11	Ho7/18			
6/27	Brasil	Lloyd	NY7/13				
7/1	Mormacteal	Mormac	Jx7/16	NY7/20	Bo7/23	Pa7/25	Ba7/27
7/3	Del Valle	Delta	N07/20	Ho7/25			
7/6	Mormactide	Mormac	Ba7/21	Pa7/23	NY7/24	Bo7/27	M17/31
7/7	Mormacsurf	Mormac	LA7/12	SF7/14	Va8/18	Se8/26	Po8/29
7/10	Del Norte	Delta	N07/23	Ho7/28			
7/13	Bahia	SCross	NY7/31	Bo8/4	Pa8/6	Ba8/7	N18/8
7/13	Mormacsun	Mormac	NY7/28	Bo7/31	Pa8/2	Ba8/4	N18/5
7/16	Del Mundo	Delta	N08/1	Ho8/6			
7/24	Del Sud	Delta	N08/6	Ho8/11			
8/15	Rosita	SCross	NY9/1	Bo9/5	Pa9/7	Ba9/8	N19/9

SAN JUAN del SUR

6/14	El Salvador	Mam	NY6/25				
6/16	Managua	Mam	Ho6/23	N06/27			
7/6	Costa Rica	Mam	NY7/18				
7/9	Honduras	Mam	Ho7/17	N07/21			

SANTOS

6/10	Del Oro	Delta	N06/27	Ho7/2			
6/13	Mormacowl	Mormac	Jx6/29	NY7/3	Bo7/6	Pa7/8	Ba7/9 N17/10
6/16	Guatemala	Lloyd	NY7/3				
6/17	Mormacsea	Mormac	Ba7/2	Pa7/4	NY7/5	Bo7/8	M17/12
6/18	Mormacrey	Mormac	LA7/15	SF7/17	Va7/21	Se7/30	Po8/1
6/18	Argentina	Mormac	NY7/30				
6/18	Del Viento	Delta	N07/6	Ho7/11			
6/24	Mormacsaga	Mormac	NY7/9	Bo7/12	Pa7/14	Ba7/16	N17/17
6/25	Del Mar	Delta	N07/9	Ho7/14			
6/25	Peru	Lloyd	N07/11	Ho7/18			
6/26	Brasil	Lloyd	NY7/13				
6/30	Mormacteal	Mormac	Jx7/16	NY7/20	Bo7/23	Pa7/25	Ba7/27 N17/28
7/2	Del Valle	Delta	N07/20	Ho7/25			
7/2	Mormacgulf	Mormac	LA7/29	SF7/31	Va8/4	Se8/14	Po8/16
7/5	Mormactide	Mormac	Ba7/21	Pa7/23	NY7/24	Bo7/27	M17/31
7/9	Del Norte	Delta	N07/23	Ho7/28			
7/12	Bahia	SCross	NY7/31	Bo8/4	Pa8/6	Ba8/7	N18/8
7/12	Mormacsun	Mormac	NY7/28	Bo7/31	Pa8/2	Ba8/4	N18/5
7/15	Del Mundo	Delta	N08/1	Ho8/6			
7/16	Mormacyork	Mormac	Ba7/31	Pa8/2	NY8/3	Bo8/6	M19/10
7/16	Mormacsurf	Mormac	LA8/12	SF8/14	Va7/18	Se8/26	Bo8/29
7/23	Del Sud	Delta	N08/6	Ho8/11			
8/14	Rosita	SCross	NY9/1	Bo9/5	Pa9/7	Ba9/8	N19/9

TANGA

6/9	Rondo	Nedlloyd	NY7/12	LA7/30	SF8/5	Po8/14	Se8/19	Va8/23
6/18	Kenneth McKay	Lykes	Gulf7/17					
7/9	Friesland	Nedlloyd	NY8/9	LA8/27	SF9/2	Po9/11	Va9/20	
8/7	Samarinda	Nedlloyd	NY9/8	LA9/26	SF9/30	Po10/9	Se10/14	Va10/18

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VICTORIA

6/13	Del Oro	Delta	N06/27 Ho7/2
6/21	Del Viento	Delta	N07/6 Ho7/11
6/27	Peru	Lloyd	N07/11 Ho7/18
7/5	Del Valle	Delta	N07/20 Ho7/25
7/18	Del Mundo	Delta	N08/1 Ho8/6

TEA BERTHS

COCHIN

7/2	Cape	Kerr	NY8/3
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COLOMBO

6/20	Anna	Maersk	NY7/20 Mi8/4
6/29	Cape	Kerr	NY8/3
7/8	Hulda	Maersk	NY8/3 Mi8/18
7/20	Peter	Maersk	NY8/19 Mi9/3
8/7	Lica	Maersk	NY9/1 Mi9/16

DJAKARTA

6/18	Hulda	Maersk	NY8/3 Mi8/18
7/18	Lica	Maersk	NY9/1 Mi9/16

DJIBOUTI

6/14	Cairn	Kerr	NY7/4
6/21	Rondo	Nedlloyd	NY7/12 LA7/30 SF8/5 Po8/14 Se8/19 Va8/23
7/14	Cape	Kerr	NY8/3
7/18	Friesland	Nedlloyd	NY8/9 LA8/27 SF9/2 Po9/11 Va9/20
8/16	Samarinda	Nedlloyd	NY9/8 LA9/26 SF9/30 Po10/9 Se10/14 Va19/18

HONG HONG

6/18	Maren	Maersk	LA7/12 NY7/27
6/24	Koren Bear	PacFar	SF7/10
7/3	Rita	Maersk	SF7/25 NY8/11
7/9	Golden Bear	PacFar	SF7/25
7/18	Effie	Maersk	LA8/11 NY8/26
8/3	Chastine	Maersk	SF8/26 NY9/12

KOBE

6/24	Maren	Maersk	LA7/12 NY7/27
7/9	Rita	Maersk	SF7/25 NY8/11
7/25	Effie	Maersk	LA8/11 NY8/26
8/9	Chastine	Maersk	SF8/26 NY9/12

SHIMIZU

6/11	Susan	Maersk	SF6/25 NY7/12
6/26	Maren	Maersk	LA7/12 NY7/27
7/11	Rita	Maersk	SF7/25 NY8/11
7/27	Effie	Maersk	LA8/11 NY8/26
8/11	Chastine	Maersk	SF8/26 NY9/12

YOKOHAMA

6/15	Susan	Maersk	SF6/25 NY7/12
6/20	Maren	Maersk	LA7/12 NY7/27
7/15	Rita	Maersk	SF7/25 NY8/11
7/31	Effie	Maersk	LA8/11 NY8/26
8/15	Chastine	Maersk	SF8/26 NY9/12

*Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Coffee outlook in Venezuela

The outlook for coffee in Venezuela is reasonably bright. Of course, serious problems face the industry. One is to find ways to sharply increase the yield of coffee per acre. This is now being achieved through heavier use of fertilizers and the recuperation of old plantations. Other problems include price stabilization, quality improvement and an expanded world consumption.

coffee—and low blood pressure

(Continued from page 48)

pressure with each systole or contraction of the heart. This is what we usually understand as "blood pressure."

A second reading shows the heart's resting phase, the diastolic pressure, which is lower. According to Dr. Master and his associates, in young men 16 through 24 years of age a systolic blood pressure 98 mm. of mercury or less is probably abnormal (normal range 105 to 140). The upper limit of hypotension increases gradually with age until ages 60 to 64, when a reading of 108 mm. or less is likely to be abnormal (normal range 115-170). In women the pattern is much the same as in men, but the limits are about 2 to 4 mm. lower.

Chronic weakness of the heart lowers the blood pressure. Drugs that stimulate the heart, will increase the blood pressure as well.

What can you do about low blood pressure?

The common form of low blood pressure (essential hypotension) does not show as low values as, for instance, in Addison's disease, a strange disease of the adrenal glands, where the blood pressure may fall to 50 to 60 mm. mercury. However, a decrease of only 10 to 20 mm. mercury below normal may already produce those unpleasant sensations of weakness, fatigue and depression.

Drugs to raise the blood pressure, such as ephedrine and similar preparations, or adrenal extracts by injection or mouth, are not necessary in most cases. Stimulating beverages, such as coffee or tea, a cold bath, even an ample consumption of water or fruit juice, will temporarily increase hypotension and eliminate sensations connected with it.

In cases where a specific disease is at the root of the low blood pressure, such as a weak heart, anemia, trouble of the adrenal glands or of other glands, their specific treatment will help to regulate and normalize the blood pressure.

... and high pressure?

For people with high blood pressure, coffee usually is not recommended, particularly not strong coffee, while other physicians do not consider the moderate use of beverages containing caffeine as harmful in such cases.

Coffee or strong tea, on the other hand, seem to be an excellent help for people with unusually low blood pressure, a condition which generally is not dangerous, though highly unpleasant to the people affected by it. The use of caffeine in diseases of the heart came from the observation that it increases the power of the heart and the arteries, like digitalis.

If you don't suffer from a specific ailment and your blood pressure is low for general constitutional reasons only, don't forget that there is no reason to worry. There are certain things which will help you to overcome unpleasant sensations produced by your low blood pressure: appropriate diet, sufficient sleep, keeping warm, a regular cup of coffee, and other hygienic measures which your doctor will explain to you.

In the long run, you will find out yourself what is best for your low blood pressure, and only occasionally you will need assistance from real, stimulating drugs.

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New motorship enters line's Far East Service

The Barber Steamship Lines, Inc., has announced the entry into Far East service of the new motorship "Turandot."

The "Turandot" is the second of three sister ships to enter the Barber Line service during 1958 and early 1959. She has a deadweight capacity of 10,700 tons, and has six hatches and heavy lift gear capable of lifting 60 tons. All the cargo spaces are ventilated on a forced draft system.

Passenger accommodations consist of four single berth and four double berth cabins, all with private bath. The vessel is fitted with all the latest navigation instruments and appliances. She has a service speed of about 18 knots.

40,000 ton coffee crop seen for South India

The 1957/58 coffee crop in South India will be 39,920 tons, much higher than original estimates, R. C. Paterson, chairman of the Coorg Planters' Association, declared in his report to the organization's annual meeting.

The 1956-57 crop was 41,600 tons, a high for recent years.

Mr. Paterson said the past 12 months had seen the ending of the "sellers market" for coffee and the return of large surpluses in South America.

"Whatever future there may be in store for coffee planters in South India," he declared, "one thing is fairly certain. The days of easy profit are a thing of the past, and our success in the future will be regulated by our husbandry."

Continental Can names R. G. Fisher

vice president in charge of marketing

Raymond G. Fisher has been appointed to the new post of vice president in charge of marketing for the Continental Can Co., New York City, General Lucius D. Clay, chairman of the board, has announced.

Mr. Fisher joined Continental in 1952 as director of economic research, and has served since 1956 as director of the company's sales research and promotion. Prior to joining Continental, he was economic advisor to the Rockefeller family for six years.

A native of Heber City, Utah, Mr. Fisher was educated in the public schools of Salt Lake City and in 1933 received a bachelor of science degree in economics with honors at the University of Utah, where he was a member of Pi

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1956							
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,856	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Kappa Alpha. He later did graduate work at George Washington University and American University in Washington, D. C.

He entered government service in 1934 as an economist for the Bureau of Labor Statistics. He served successively as assistant economist to the Central Statistical Board, a research advisor to the U. S. Housing Authority, assistant chief of the munitions branch of the War Production Board, assistant to the production vice chairman of the WPB, and director of the program control division of the Combined Chiefs of Staff.

In 1944, Mr. Fisher entered military service as a captain in the Army of the United States. Upon his return to civilian status, he became an advisor on military programs to the Office of War Mobilization and Reconversion. In 1945 he was sent to Europe as director of reports and statistics for the Office of Military Government for Germany. He was later assistant to the board of directors of the Reconstruction Finance Corp. and assistant director of the Office of Defense Mobilization.

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8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—COFFEEMAKERS

This literature describes E-Z Way Coffeemakers, which use liquid coffee concentrate. Models are available for dispensing individual cups of coffee, for filling decanters, and for self-service cafeteria installations. Steel Products Co., 40 Eighth Avenue, S. W., Cedar Rapids, Iowa.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Koln., U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

12—NEW COFFEE COOLER

Detailed information about a new coffee cooler is given in Bulletin 902, available from the B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50. The Ideal Vertical-Twin Coffee Cooler has a compact vertical design, and is said to cool a full four-bag batch of coffee to room temperature in less than three minutes.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

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"Coffee can" use for other products grows

A growing number of products other than coffee are being packaged in the familiar "coffee can," according to the American Can Co.

The list includes many variations of cocktail snacks and crackers for spreads, nut meats, chocolates and other candies and powdered milk products.

Some of these items have been packed in coffee-type cans for years, said Robert C. Stolk, Canco division sales vice president, but because of a recent increase in the number and types of products, the company is putting the veteran can in the category of a "basic container."

Mr. Stolk pointed out that the can was invented by Canco specifically for the vacuum-packing of ground coffee. Its role in revolutionizing the packaging and sale of coffee is well known, he said, but few realize that millions of "coffee cans" now are packed with other products each year.

Two developments are responsible for a recent surge of products into this container, according to Mr. Stolk. One is Canco's development of the new self-tracking tear strip, which permits easier key-opening by preventing the strip from spiraling out of line as it coils.

The other is a greater realization by manufacturers of merchandising advantages of this can. The broad face provides a big label area to manufacturers aware of the need for maximum shelf appeal, he said. Furthermore, the can has earned a special reputation as a container that keeps contents fresh. The wide, full opening allows easy access to bulky or chunky products. And, of special appeal to many manufacturers, the can is reclosable.

Coffee probably will remain the major product packed in this can, Mr. Stolk said, but he predicted a substantial increase each year in its use for other products.

Larum succeeds Williams at FMC

Harold L. Link, manager of eastern operations for the Food Machinery and Chemical Corp., Chicago, has announced that S. E. Larum has replaced Lyle M. Williams, who resigned as eastern sales manager of FMC's kitchen equipment department.

"Sandy" Larum has been closely associated with sales of FMC kitchen equipment since its introduction, his latest assignment having been as chief sales engineer.

He was a pilot in World War II, has a mechanical engineering degree, and has 13 years of sales and application experience in the dairy, food and food service equipment industry.

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#301

Ree Angel

H. Reeve Angel & Co., 52 Duane St., New York

Editorials

Nixon's tour and coffee

The eight-nation tour of South America by Vice President Nixon is leaving its mark.

In this country, it is helping people to make a discovery: maybe we've been taking our Latin American neighbors too much for granted.

We've become more aware that these neighbors have problems which are very real, very pressing—and very much tied up with our own economy.

Moreover, the strongest of those ties is coffee.

A grim reflection of this came at the height of the shocking incidents in Peru. Some of the catcalling centered on coffee prices.

The incidents heightened awareness here of some of the dangers in a Latin America vulnerable to crises and propaganda.

Even coffee people are being shaken to a broader view of immediate problems of which they are intensely aware. Within the United States trade, attitudes which were taken for granted are being reexamined.

One indication of this ferment, which began months ago and found some expression at the January convention of the National Coffee Association, is the difference of trade opinion on an international coffee agreement.

The State Department has also been exploring new approaches to this subject.

The Vice President's tour, in general, and his statements in Bogota, in particular, will probably accelerate this exploration.

As this issue goes to press, the Vice President is reported as saying that in his opinion "the United States should participate in the international coffee organization which is now being set up."

Mr. Nixon was aware that such a policy would bring differences of opinion. He said that although there would be opposition in the United States to any action on price fixing or quota setting on coffee, other measures might be possible to help out the coffee-producing countries of Latin America.

He emphasized that he felt it was necessary for the United States to adopt a more "positive" policy on the problem.

"The United States cannot simply stand by and say this is the problem for the producing country," he declared.

According to another report, the Vice President suggested that a stable price for coffee can only be achieved if coffee producers cooperate on marketing.

One thing seems clear. Mr. Nixon's comments will encourage the trend toward a new United States government policy on an international coffee agreement.

More effective premium promotions

Almost three out of every five coffee roasters and tea packers are using premium promotions this year to boost sales volume.

This is a large proportion. It is even more significant than the figures, alone, would indicate.

Among the three, rather than the remaining two, are most of the top national and regional coffee and tea companies. They represent far more than 60% of the coffee and tea volume in this country.

In this fact is the reason for "Premiums in 1958," the special "fact reference" section which appears elsewhere in this issue of COFFEE & TEA INDUSTRIES.

It is the reason for the ninth annual survey of premium use in the coffee and tea fields, results of which are part of the "fact reference" section.

It is the reason for the enormous compilation represented by the 1958 Coffee and Tea Premium Buying Guide, and

by the Index to Premium Suppliers, also part of that section.

Premium promotion is a major selling tool in these fields. While it continues to be that, COFFEE & TEA INDUSTRIES will place at the disposal of these companies material to help them use the tool with increasing effectiveness.

"Premiums in 1958" is just another of the ways in which this publication takes the initiative to help the companies sell more coffee and more tea.

The ninth survey reveals some clear cut trends.

Coffee and tea companies are veering away from premium delivery which involves separate handling by the food store.

They are continuing to turn to self-liquidators, as a type of offer which has all the advantages of the premium promotions and little cost.

They are finding premiums for the home most successful, and are experimenting less with other items.

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

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67-69-71-73 FRONT ST.

38-39 SOUTH ST.

Tea's 1958 Midyear Meeting: A "highlight" report

tea moving forward again

By ROBERT B. SMALLWOOD, Chairman
Tea Council of the U.S.A., Inc.

This Midyear Meeting is an auspicious occasion for several reasons.

First, the month marks the fifth anniversary of the new Tea Council of the U.S.A., and the eighth uninterrupted year of tea's industry-level campaign to increase U.S. tea consumption.

After eight years of activity, there is ample proof that the campaign works.

Comparing 1957 with 1949, imports are up 12%, or 11,700,000 lbs. Retail sales are up 16%, or 11,100,000 lbs.

We reach this anniversary with pride in the past, confidence in the future—and a realization that this is a troubled present for all of us.

Each of our producing country partners in the Tea Council is facing momentary hardships and difficulties which sorely strain their resources.

It was the practical vision of the producing countries which led to their joining with us in the Tea Council venture in the first instance. Without the support of India, Ceylon and Indonesia, it is extremely doubtful that the U.S. industry campaign for tea ever would have been launched.

Now in the face of adversity at home, it is their courageous spirit which promotes the unity we need and have, and hope always to have, in order to maintain an effective U.S. campaign.

I often wonder, were the tables turned, whether we would comport ourselves with the same steadfastness.

As you all know, business conditions are not exactly on an even keel in the U.S. today either. Perhaps the major topic in this country right now is summed up in the word *recession*.

It's a word economists, businessmen and politicians all seem to define differently in the light of how their interests are effected.

On the one hand, it's ridiculous to think that a country whose gross national product has jumped from \$232 billion to \$439 billion in the past ten years is in very much trouble. Personal income at \$350 billion and personal savings of \$20 billion indicate the consumer is in pretty good shape. On the other hand, the 5,700,000 people who are unemployed right now are in trouble.

It is generally agreed that this present recession is a topping off of the quick growth our economy has known the past few years. We are taking a deep breath, getting ready for the climb to new heights.

The permanent answer to overcoming this recession doesn't seem to lie in the hands of the government's slumberous attitude and cumbersome apparatus, but rather, squarely in the hands of those of us who manufacture and market goods and services.

There is a definite parallelism between the present, temporary recession, and the U.S. tea industry's recent history.

Actually, the tea industry here in the United States is passing through a period of sales resistance that leaves no room for faint hearts or timid endeavors.

For the past several years, we have been on a sales plateau. Losing nothing, gaining nothing, we have spent a year in severe assessment and re-alignment of the industry campaign strategy. As a result, a new hot tea advertising approach was launched in the fall of 1957, and its impact on the consumer continued through the first part of 1958.

For the first few months of this year there is evidence that tea is moving forward again.

We believe that the forthrightness of the new hot tea campaign has played a part in this resurgence. We believe that bold endeavors are the essential ingredient of all future planning.

It is our job to increase tea consumption. We have made some strides with hot tea. Now you will learn about the changes and, we believe, improvements which have been made in the industry's iced tea advertising.

With the continued support and assistance of the producing countries and the tea trade here, we will capitalize on the tremendous potential for increased consumption in the U.S. market.



World outlook for tea

With more tea available, quality teas will continue to bring higher returns and more emphasis will be placed on producing them.

With increasing quantities of African tea entering the market and competing with the common teas of India, the latter may be forced to make concessions to growers in the form of lower taxes.

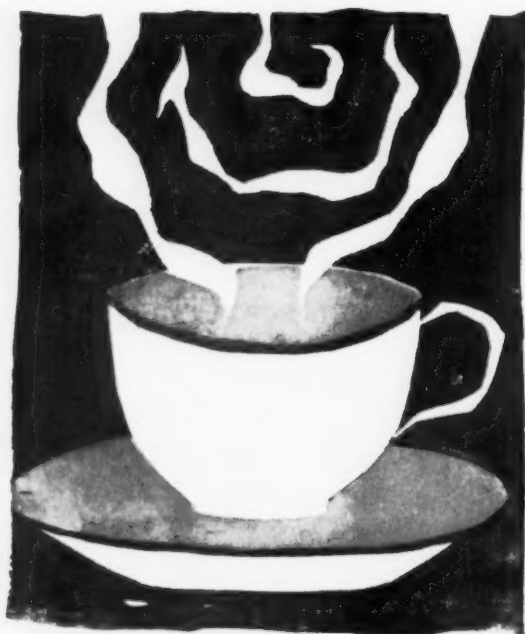
Efforts to renew the International Tea Agreement will continue. If not successful, production controls, such as curtailment of the plucking season, may be employed by the larger producing countries.

Lastly, there will be stepped up promotional programs in both producing and consuming countries to increase tea consumption.

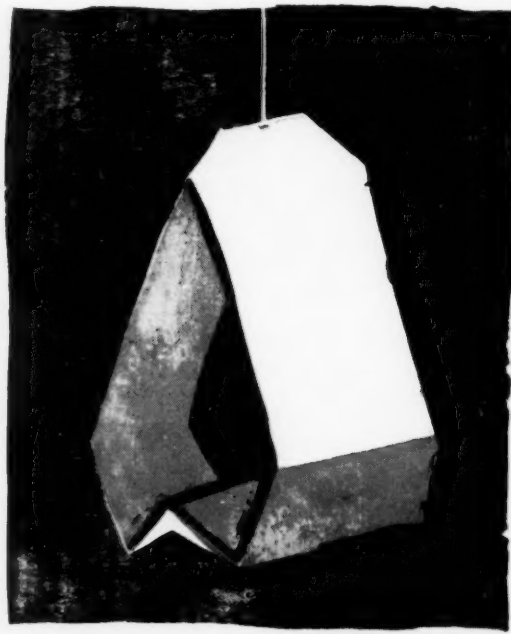
—From "Tea: World Production and Trade," a report by the Foreign Agricultural Service of the U. S. Department of Agriculture.

WHICH TEA

gives double value?



BRISK FLAVOR! First, drinking Lipton tea relaxes you. Then, its wonderfully brisk flavor picks you up . . . without keying you up!



EXCLUSIVE "FLO-THRU"® TEA BAG! The tea bag that lets *all* the wonderful, brisk Lipton flavor come through for you to enjoy!

Answer: Lipton, of course!

Tea's 1958 Midyear Meeting: A "highlight" report



Pierson Irwin, Sr. (left), president of Irwin-Harrisons-Whitney, Inc., New York City, discusses tea trends with Clarence Coorey (center) director and secretary of the Ceylon Tea propaganda Board, and Annesley de Silva, counsellor at the embassy of Ceylon, at a cocktail reception in honor of Mr. Coorey.



Edward C. Parker, president of the Tea Association and of the Tetley Tea Co., Inc., studies composite of national news photos being used in the "He-Man, Tea-Man" publicity project conducted by Fred Rosen Associates, Inc., public relations counsel to the Tea Council. Poster was displayed at Midyear Meeting.

1958 iced tea campaign objective: "get it on the table more often"

By CHARLES M. DERING, Leo Burnett Co., Inc.

We have some interesting plans for this summer's iced tea advertising.

Last summer our iced tea song was a big hit. To give you an idea *how* big, several disk jockeys have written to us. Here's one letter, from Indianapolis:

"You'll be glad to know that I've now received 145 requests for the iced tea song. It's the number one tune here—outstripping popular records by Elvis Presley and Pat Boone."—Easy Gwyn.

That's the kind of reaction our iced tea song's been getting not just in Indianapolis, but in Portland, Miami, Kansas City, Greensboro—coast to coast.

Now let's talk for a minute about the medium that helped make the iced tea song such a hit—and the one that will make it an even bigger hit this summer—*radio*.

In the past year, the population of the United States has increased almost 2%, from 170,330,000 to 173,494,000. In July, 1957, there were 18,078,000 families in the 29 metropolitan areas which received Tea Council advertising. Best estimates indicate that the number will have grown by 1½% to 18,330,000 by July, 1958. There will be approximately 17,413,500 radio families in these 27 markets.

Radio set ownership has grown rapidly. During 1957, radio sales continued at the rate of 14 million annually.

Eight out of 10 new cars are radio equipped. Radio's circulation is at an all time high. In short, the radio audience is bigger than ever before.

American radio reaches 137 million working sets.

The listening habits of the radio audience are continuing to settle into a clearly definable pattern. After some years of confusion, the radio audience has made its tastes known to the radio stations to the point where programming patterns have evolved that are easily understandable and traceable. A series of surveys taken by American Research Bureau during the past year and a half indicate that 93.7% of all housewives listen to radio each week. The typical housewife will average 16 hours and 19 minutes of listening each week and will spread this time over 5½ days. She spends 2 hours and 23 minutes with radio on weekdays and 2 hours and 12 minutes on Saturday and Sunday. Over 75% of the housewives listen on any given weekday and 70% on a weekend day. Almost half of the housewives listening in any week day tuned in their kitchen radio. Popular music is by far their favorite radio material.

All of these facts and figures point up the "new" status of radio in the lives of its listeners. Basically, they boil down to the fact that radio is the intimate and universal companion.

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Tea's 1958 Midyear Meeting: A "highlight" report

springboards for iced tea growth

By BURNS W. ROPER, Elmo Roper and Associates

I am not as familiar with what goes on in the tea industry today as I was a number of years back. Ten years ago, I remember, a major effort of the tea industry, or at least of a large part of the tea industry, was to get people to make iced tea "properly."

I put the word "properly" in quotes because it seems to me that it is a matter of judgment as to what is "properly." But the definition of "properly," as I remember it, was one bag or teaspoon per cup for hot tea—more for iced tea—add briskly boiling water, and brew for five minutes in a china or earthenware pot.

For practical purposes, no one follows all of these rules and not very many follow any of them. With one exception, which I will comment on in a minute, this doesn't seem to me to be very important, because when we analyze this adherence to the rules further, we find that the biggest consumers of iced tea (and also hot tea) are the worst rule-breakers. Since it would seem a Herculean task to get people to make tea "properly," and since it seems to make little difference anyway, it would not seem to me to be an area worth any great expenditure of time or effort, with the one exception which I will come to now.

One of the rule violations represents a serious loss for the tea industry. That one is the use of too little tea per glass (and also per cup in the case of hot tea). If those who use too little tea per glass could be brought up to the level of one spoonful or one bag per glass, tea sales would automatically increase by something in the area of 25% for loose tea and 30% for tea bags, and these in-

creases are calculated without one additional glass of iced tea being drunk by one additional person.

Of course, if people could be brought up to the more desirable level of one and a half bags or spoons per glass, the increases would be appreciably greater. A similar situation exists, incidentally, in the hot tea picture.

Let me now presume to make some suggestions.

1. First, iced tea is to the entire tea business much the same as pre-Christmas sales are to the department store business—the big push that can make an otherwise sad year end up looking good. Hence, it seems to me that iced tea deserves real promotion. It not only deserves it, but it would also seem that a dollar spent against iced tea promotion would accomplish more than the same dollar spent against hot tea. Hence, it would seem a more economical way to promote tea, even if the promotion is more concentrated in terms of time, and hence amounts to more dollars of promotion per day.

2. Iced tea's competition is hot coffee and, to an increasing extent, soft drinks. (Also milk, but milk is in something of a different category and is a competitor of iced tea more by reason of volume than type or characteristics.) People are inclined to characterize hot coffee and soft drinks—specifically Coca-Cola—in much the same terms as they characterize iced tea, with one important exception from iced tea's point of view. "Gives you a lift" is a frequently selected phrase to describe both Coca-Cola and hot coffee. It is not, however, often used to describe iced tea. The significance of this will be more apparent, I hope, in a minute.

3. Tea's "pantywaist" connotation declined significantly from 1947 to 1954. Conversely, its he-man, hearty, robust connotation increased. During this same period, tea sales also increased.

This could, of course, be an accident, but I doubt it. And it could also be a "chicken or egg" proposition. I would guess, however, that this change in attitude towards and concepts of, tea, either caused increased usage of tea or else caused the elimination of psychological roadblocks to increased usage of tea. It was the concept of invigorating, bracing, and pep-you-up, which increased along with the sales of tea. Coca-Cola and hot coffee, however, still outrate tea in this area of invigoration.

To strengthen iced tea in relation to its major competitors, it seems to me a further change in people's image of tea must be affected. The "gives you a lift" connotation must be further built into iced tea. What is the way to do this is the proper concern of advertising people, not researchers, in my judgment. But I know that it should be accomplished without losing what are

(Continued on page 89)



Available to tea packer salesmen for building special store displays, especially of tea AND lemons, are these colorful Tea Council point-of-purchase pieces—over-wire pennants, posters and shelf markers.

1958 iced tea campaign objective

(Continued from page 75)

Wherever she goes, whatever she does, radio accompanies the housewife in a light companionable way, mostly with music. The serious involvement with news and drama seems to be pretty much television's metier.

In 1957, an increase in the advertising budget provided for an increase in the number of markets carrying iced tea messages. These same 29 markets will be used during the summer of 1958. They are:

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Greensboro, Houston, Indianapolis, Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis, Washington.

The 12 basic markets will receive an average of 115 spots per week which, it is estimated, will generate a level of 200 gross rating points per week. The schedule is planned to run for a period of ten weeks, approximately June 1st through August 10th.

The supplementary markets will receive an average of 75 spots per week which, it is estimated, will generate a level of 140-150 gross rating points per week. This schedule is also to run for a ten week period, beginning approximately May 15th.

Our research over the past six years shows that iced tea is primarily a pleasurable drink—associated with the enjoyable aspects of summer. It's inexpensive, easy to make

and satisfies thirst—an ideal drink and an ideal product to sell for summertime.

What's more, we've learned that two out of three persons in the U.S. drink iced tea. It's a national drink, practically a national habit. For young and old alike, in every section of the country, it has an almost universal appeal.

Wondering what the problem is? It's this: *the little lady of the house forgets to make it!* Everyone likes it, everyone in the family would drink it—if she put it on the table. But too often she forgets to make it.

Our major problem is getting people to drink iced tea—*more* iced tea. It's that simple. Get it on the table and people will drink it. Get it on the table *more often* and people will drink it *more often*.

That's what our advertising will do this summer!

In order to capitalize on last year's popularity of the iced tea song, we are bringing it back again this summer. We believe the effectiveness of the song can be even greater this year, since we are building on the established acceptance and recognition of a theme. The cumulative effect of a distinctive theme such as this grows year by year.

This year we are bringing the song back in a variety of new musical styles. These musical variations are designed to further increase the popularity of the song.

After conducting research among disc jockeys on several leading radio stations as to what are the most popular styles of music, we have come up with *three* musical interpretations of the iced tea song.

So whatever your taste, there's musical enjoyment for

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HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

World Tea Production

Continent and country	Average		1951	1952	1953	1954	1955	Preliminary		Forecast
	1935-39	1946-50						1956	1957	1958
Thousand pounds										
Asia:										
India	427,565	576,585	629,160	622,680	608,170	644,400	668,100	667,000	665,956	700,000
Ceylon	231,525	297,000	326,279	316,842	343,033	366,738	380,013	375,578	398,000	400,000
Japan	114,220	65,502	97,053	107,471	124,477	149,529	160,616	155,970	159,573	163,700
Indonesia 2/.....	170,182	33,807	102,543	82,181	142,049	119,392	122,219	138,407	148,176	143,300
Pakistan	3/	46,232	53,425	51,943	54,749	53,792	52,469	54,621	48,000	51,000
Formosa	25,200	16,755	23,145	25,534	26,242	28,676	33,069	28,660	35,274	35,000
Turkey	-	312	731	934	1,131	1,585	2,579	3,263	5,291	6,600
Malaya	1,022	2,093	3,684	3,785	4,187	4,950	5,306	5,023	5,246	5,000
Iran	1,429	10,358	11,464	12,125	12,346	12,566	13,007	14,109	14,550	15,000
Total Asia	971,443	1,048,644	1,247,484	1,223,495	1,316,384	1,381,628	1,437,378	1,442,631	1,480,066	1,519,600
Africa:										
Kenya	9,488	12,419	15,326	14,789	12,928	17,490	19,058	21,300	22,014	23,000
Uganda	413	3,572	4,297	3,822	4,794	6,265	6,910	6,790	8,024	8,300
Tanganyika	359	1,416	2,350	2,460	2,820	3,570	4,800	5,453	6,261	6,800
Southern Rhodesia ..	153	662	775	1,013	1,009	857	1,058	1,400	19,510	23,000
Nyasaland	9,238	13,894	14,895	14,655	13,127	17,095	17,190	20,654		
Mozambique	925	4,270	6,526	7,293	6,640	10,906	12,125	14,535	16,000	16,000
Belgian Congo	-	347	705	882	992	1,984	2,205	4,409	6,614	6,600
Mauritius	110	606	847	886	909	1,144	1,340	1,538	2,000	2,000
Total Africa	20,686	37,186	45,721	45,800	43,219	59,311	64,686	76,079	80,423	85,700
South America:										
Argentina	-	228	429	353	705	1,499	3,660	3,748	4,600	5,400
Brazil	-	1,622	1,500	1,609	1,446	1,583	1,607	1,620	1,650	1,600
Total South America	-	1,850	1,929	1,962	2,151	3,082	5,267	5,368	6,250	7,000
World total	991,829	1,087,680	1,295,134	1,271,257	1,361,754	1,444,021	1,507,331	1,524,078	1,566,739	1,612,300

1/ Includes tea produced for domestic consumption. 2/ Beginning 1953 includes total production of small holders, not previously reported.
3/ Included with India prior to 1947, 4 year average 1947-50.

world tea production rising

World tea production in 1958 is forecast at 1,612 million pounds. This would be 3% above estimated 1957 production of 1,566 pounds.

This upward trend will continue—unless tea growing countries control production or bad weather or other factors cause crop failures, according to a report on world tea production and trade by the Foreign Agricultural Service of the U. S. Department of Agriculture.

India's production is expected to reach about 700,000,000 lbs. during 1958, a 5% increase over 1957, and within range of India's 1961 goal of 710,000,000 lbs.

Production in the other Asian countries is expected to be the same as, or increase slightly from, the 1957 level, except in Indonesia, where a decline is expected because of disturbances.

African production during 1958 is expected to total about 85,700,000 lbs. compared with 80,400,000 lbs. during 1957. With new trees being planted, and trees planted after the last war coming into full production, continued increases may be expected.

India continues to be the world's largest tea producer. Output during 1957 is estimated at 665,900,000 lbs., compared to 1956 production of 666,000,000 lbs. The 1957 tea crop was about the same as the year before, despite unfavorable weather in northern India, where most of the Indian tea is grown.

Production in northern India declined from 540,000,000 lbs. in 1956 to 521,300,000 lbs. in 1957. In southern India, there was a rise of 17,600,000 lbs., from 126,900,000 lbs. in 1956 to 144,500,000 lbs. in 1957.

Indian tea industry representatives say the target of 710,000,000 lbs. of tea, set under the current five-year plan, may be reached on present acreage. Modern techniques, including liberal fertilization, are unusually advanced in the tea gardens.

There is a great potential for expanded consumption of tea in India, but only if tea is available at much lower prices.

Domestic use has been gradually increasing, and is estimated at 231,500,000 lbs. in 1957. This can be compared with 221,800,000 lbs. in 1956, 201,500,000 in 1955, and 184,800,000 lbs. in 1954.

Tea is the most heavily taxed industry in India. There are 17 different taxes on tea. These influence production costs and place a heavy burden on Indian tea in its sharp competition with tea from Ceylon and Africa.

Ceylon reached an all-time tea production high during 1957, with 398,000,000 lbs. This is 72% above the pre-war (1935-39) average of 231,500,000 lbs. and 6% above the 375,500,000 lbs. in 1956.

The increase was achieved even though Ceylon is attempting to maintain the quality of the tea by voluntarily plucking of better leaves only.

The pattern of Ceylon's output of various kinds of tea has not changed much. About 41% is high-grown, 38% medium-grown, and 21% low-grown tea. These are almost the same proportions as in 1956.

The pattern of Ceylon's consumption varies little, and is difficult to estimate, since it is not known how much tea is sold locally. It is figured that about 14,500,000 lbs. was consumed domestically in 1956 and about the same quantity during 1957.

Tea production in Indonesia during 1957, is 148,100,000 lbs., or a 9,700,000 lbs. increase over 1956 production of 138,400,000 lbs., according to preliminary estimates.

Production in Indonesia since 1953 has included an estimate for small holders production of tea. This was not included previously. Prior to 1953, only tea purchased from the small holders and processed as black tea was included. Except for that quantity purchased from the small holders for processing, all of the small holders' production is green tea and used locally.

Total reported production of small holders which is included in the production table amounted to the following: 1957—45,100,000 lbs.; 1956—43,700,000 lbs.; 1955—25,200,000 lbs.; 1954—15,900,000 lbs., and 1953—60,300,000 lbs.

The outlook is for some reduction in the quantity of estate tea produced during 1958 in Indonesia, and for a poorer quality as a result of the taking over the Dutch estates.

Smallholders' production probably will increase slightly if current prices prevail.

Japan's production of tea in 1957 was estimated at 159,600,000 lbs., or an increase of 2.3% over 1956 production.

The yield per acre in 1957 was smaller than the previous year, mainly because of a severe drought during the first harvesting season in Shizuoka Prefecture, which produces about 60% of Japanese tea. This, and the fact that comparatively younger leaves were harvested in order to improve the quality, were the chief reasons for the lower output per acre.

The bulk of Japan's production is green tea. During 1957 this amounted to 150,800,000 lbs., compared with 154,400,000 lbs. during 1956.

Black tea production in Japan during 1957 was 8,700,000 lbs., which was about six times more than the 1,400,000 lbs. produced during 1956.

Black tea production in 1956 had declined because of surplus 1955 carryover. However, much of these stocks were exported during 1956, and orders from abroad increased in 1957.

Production of tea in Pakistan during 1957 was estimated at 48,000,000 lbs. This is a 6,800,000 lb. decrease, caused by drought, from the 1956 level. New tea plants put out during the last few years and not yet mature were hurt the most by the drought.

Pakistan tea production has varied between 52,000,000-55,000,000 lbs. The variation has depended more on weather than acreage.

Failure of production in Pakistan to improve over the years has been attributed partly to failure to replace old

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1898 - 1958

1958 marks our 60th year of service

HALL & LOUDON

TEA BROKERS

91 WALL STREET NEW YORK CITY 5

IRWIN-HARRISONS-WHITNEY INC.

TEA IMPORTERS

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CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)



Dexter D. Coffin



David L. Coffin

Dexter D. Coffin retires as president of Dexter Co.; succeeded by son, David

One of Connecticut's most prominent industrialists has retired as operating head of a company which his family has managed for almost 200 years.

Dexter D. Coffin became chairman of the board of directors of C. H. Dexter & Sons, Inc., Windsor Locks, manufacturers of specialty papers, including papers for tea bags and coffee filters. He has been succeeded in the presidency by his 32-year-old son, David L. Coffin.

Dexter D. Coffin has long been active in both state and national business affairs. He is a member of the board of directors of the National Association of Manufacturers and serves on the Connecticut State Aeronautics Commission. He is also former vice president of the Manufacturers Association of Connecticut, and former president of the manufacturers Association of Hartford County.

During his term as president of the Dexter company, the firm not only became the world's largest manufacturer of tea bag papers but also developed a line of special papers used in a wide variety of products, ranging from meat casings to electrolytic capacitors.

David Coffin represents the seventh successive generation of his family to serve as president of the company. A World War II Navy veteran with three years service in the Mediterranean, he attended Trinity College in Hartford, and joined the firm in 1947. After working in various production, laboratory and sales capacities, he became assistant sales manager in 1949, vice president in 1951 and general manager in 1955.

The younger Mr. Coffin is vice chairman of the Connecticut directors of the New England Council. He is also on the executive committee of that organization. In Suffield, he serves as chairman of the town's Industrial Development Commission and is a member of the Board of Fire Commissioners.

India to step up efforts to sell more tea

India proposes to appoint representatives in Britain and other countries to encourage the sale of Indian tea, Lal Bahadur Shastri, Minister for Commerce and Industry, has announced.

Mr. Shastri told a questioner in the Lok Sabha (Lower House) of the Indian Parliament that tea exports to Britain in the past two or three years had not been satisfactory.

He said there had been fluctuations in the export figure, and because other countries—especially Ceylon and East Africa—were competing on the British market, India could not afford complacency.

Satish Chandra, Deputy Minister for Commerce and Industry, said in the House that the government was considering the possibility that the uniform duty on tea was partly responsible for fluctuations in United Kingdom imports of Indian tea.

Patents dry tea cube said to dissolve

instantly in tap water for iced tea

A solid "tea essence" has been developed by Irving I. Herz, White Plains, N. Y., it has been reported. The product was awarded patent No. 2,831,772, and rights were assigned to Afico S. A., Lausanne, Switzerland.

Mr. Herz found that certain tea fractions, ordinarily insoluble in cold water, became readily soluble when treated with a "systemically innocuous sulfite."

A solid cube of dry tea essence results and can be instantly dissolved in cold tap water, to which ice cubes are then added for iced tea, he indicated.

For tea drinkers who have trouble dissolving sugar in ice water, Mr. Herz also provides essence containing sugar dissolved at the time of the sulfite treatment.

The sweetening is said to be absorbed as readily as the essence, making the adding of sugar unnecessary.

New "tea" makes drunks sober

Chemist Matias Paczkowski reports experiments of his biological laboratory show tea brewed from the leaves of a plant known locally as Bull's Shadow can make a drunk stone sober in ten minutes, according to an Associated Press report, from La Rioja, Argentina.

The scientific name of the plant, he said, is *Maytenus Illici-folia* Mart.

Griffith elected to Tea Association board

Ernest T. Griffith has been elected to the board of directors of the Tea Association of the U.S.A.

Mr. Griffith was recently appointed director of operations of the Salada Division of Salada-Shirriff-Horsey, Inc.

On the Tea Association board, he fills a vacancy left by the resignation of R. Edward Liptrott, who is now vice president and general manager of the Salada Division in Canada.

London tea auctions pictured at Brussels fair

The London tea auctions at Plantation House are pictured at the World Exhibition at Brussels.

Photographs of the auctions are in the display of the City of London.

New pepper, salt dispenser packet introduced

General Packets, Inc., Newton, Mass., has introduced a new Shaker Pak which dispenses pepper or salt with an even flow.

Top flaps of the Shaker Pak can be peeled apart, revealing tiny holes which allow flow control, according to the company. Also, both sides of the packet may carry a printed message.

Shaker Pak uses a specially developed Riegel coated pouch paper which provides a moisture protection that keeps the pepper or salt free running.

Packaging

Mardi Gras Coffee in new foil bag with heat seal construction

The B & W Coffee Co., Mobile, Alabama, is packaging its Mardi Gras Coffee in a new Lamofoil Flavotainer bag designed and manufactured by the Shellmar-Betner Flexible Packaging Division of the Continental Can Co.

The bag is made of reverse-printed acetate laminated to aluminum foil and has a Pliofilm liner.

Full flavor and freshness of the brand's selected blend of Mocha, Java and Mountain Grown coffee are maintained longer than ever before possible in the one-pound bag, which is heat sealed by a machine operation. Its special construction permits the bag to be heat sealed on the bottom, at the seams and at the top after filling.

Housewives have told B & W that in rolling up the bag, the deadfold quality of the foil permits the bag to stay securely closed and maintains coffee freshness as no previous bag has done.

The bag's printed design has an eye-catching New Orleans Mardi Gras theme. Printed in gold, purple and white, every detail of the glowing foil bag's design has a significant meaning in so far as the celebration is concerned. Illustrations of familiar Mardi Gras figures are spotted around the bag and framed by a reproduction of an iron lace filigree. Brand and product names are printed on three of the bag's four sides.



B & W's Mardi Gras Coffee in the new Lamofoil Flavotainer bag, made by the Shellmar - Betner Flexible Packaging Division of Continental Can

Nash Coffee puts restaurant blend into one-pound cans for retail



A new entry into the field of vacuum-pack coffees for the home market is Nash's Captain's Coffee. Price: \$1.25 a pound.

JUNE, 1958

A blend of coffee previously served only to patrons of hotels and restaurants in the Midwest now is being marketed for home consumption under the brand name of "Captain's Coffee."

The Nash Coffee Co., St. Paul, long identified by its well-known "Club" brand coffee in three-pound vacuum-pack cans, is offering its special blend at the retail level in one-pound vacuum containers made by the American Can Co.

Nash is promoting the introduction of Captain's Coffee with an unusual fishnet display holding an "Epicurean" pack of 24 cans.

The Captain's brand includes 30% "fancy brown" coffee, of at least ten years' age, it was stated. The "fancy brown" name dates back 150 years to the accidental broiling of green coffee aboard a Dutch sailing vessel traveling between Java and New York. The heat from the tropical sun changed the coffee under closed hatches to a rich brown color and imparted a unique flavor.

These characteristics now are achieved through modern

roasting and aging, but the "fancy brown" name remains. The Captain's blend also includes Manizales beans for strength, Armenias for aroma and Medellins for flavor, it was explained.

"The demand from patrons who have been served this

coffee in hotels and restaurants for nearly 25 years prompted Nash's entry into the consumer market with a one-pound package," the packer said.

Captain's Coffee will be retailed in ten Upper Midwest states in grocery and chain stores, at about \$1.25 a pound.

Check weigher spots 1% variations at 400 packages per minute

A new development in automatic high-speed checking of package weight promises to provide speeds never before attained at an exceedingly high degree of accuracy.

The result of more than two years of research and development by the FMC Packaging Machinery Division of the Food Machinery and Chemical Corp., a prototype unit has been operating successfully in the plant of a large Eastern candy manufacturer.

Depending upon package weight, it is designed to sense weight variation within plus or minus 1% at high speed, and has tolerance adjustments to overcome too critical accuracy where gross weight differences are affected by variations in container tare weight.

At a top speed of 400 units per minute, weight discrepancies are detected "on the fly". The no-stop constant motion of the equipment makes it possible to handle a variety of package shapes—round, conical, rectangular, oblong or irregular. Size ranges are up to ten inches wide by ten inches long with no minimum limit; weight ranges, from one ounce to one pound, or eight ounces to three pounds.

The height of the unit is adjustable to fit into any in-line conveyor system, from 30 inches to 42 inches. Operating on 110 volt, single phase, 60 cycle current, the unit has a built-in voltage regulator to insure accuracy.

Several variations are offered in segregating packages. Acceptable packages may be passed straight through, with over and under weights diverted to the left and right. Both over and under weights may be discharged to the same side. Or correct and over-weights may be passed, with



The new FMC high speed electronic check weigher.

under weights discharged to the side or dropped down through the unit.

Measuring only 48 inches long by 24 inches wide, this compact unit is readily adaptable to any production line, handling the production from one or more packaging machines. It is fully automatic and operates on a continuous basis at a constant speed. Controls to adjust weight settings are simple and readily accessible on a side panel. Recording instruments or numerical counters can be supplied if desired.

Superior buys "fastest" coffee bag filling and sealing machine

The Superior Tea & Coffee Co., Chicago, has announced the purchase of a machine which it says can automatically package and heat-seal coffee bags faster than any other now on the market.

According to Earl Cohn, executive vice president of the company, the machine will be the first of its type used in the coffee industry and will be the highest speed piece of equipment in its field.

"It will produce an average of 130 packages per minute—more than twice as many as any machine now in use," he says.

"This includes measuring out the precise amount of coffee desired, formation of the container, discharge of the measured coffee into the package and the automatic filling and heat-sealing processes.

"Today, alone, Superior roasts, packages and sells over 200,000 pounds of coffee to hotels and restaurants throughout the Midwest. This machine will help us to increase our productivity in line with our plans for expansion during 1958 and the years to come."

The machine was custom made for Superior by the Hayssen Manufacturing Co., Sheboygan, Wis.

Coffee growing gains in Malaya

Coffee is ousting rubber and other crops in the coastal areas of Selangor State, Southern Malaya, according to State Assistant Agriculture Officer Inche Zakari Bin Abdul.

The Selangor plantations make up the largest area under coffee in Malaya.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the cloves of Zanzibar and Pemba

By DR. ERNST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

Part 1

This report is one of a series written by Dr. Guenther while on an extensive tour of the essential oil producing regions of Africa. Copyrighted by Fritzsche Brothers, Inc., the report is reprinted here by special arrangement with that company.

Cloves are the dried, unopened flower buds which grow in clusters of ten to 50 heads on the terminal branches of *Eugenia caryophyllata*, a large evergreen shrub or tree of the family *Myrtaceae*.

About four-fifths of the world's supply of the spice originates from Zanzibar and Pemba, neighboring islands in the Indian Ocean, the first located 25 miles, the second some 40 miles off the coast of Africa, 5° south of the Equator.

Zanzibar, roughly 54 miles long, covers 640 square miles; the smaller island of Pemba, 42 miles long covers only 380 square miles. Both are tropical, endowed with an equable climate. Rainfall in Zanzibar amounts to approximately 60 inches per year; in Pemba the average is 75 inches. However, in certain inland sections of both islands, the fall is heavier.

The principal clove soils are of two types. One is the resorted soil washed down from the mainland in the geological past; this is deep and sandy, and fairly fertile. The other soil derives from coral and other limestones weathered *in situ* to a rich red earth—really a *terra rosa*.

The clove tree may reach a height of 30 or even 40 feet. On Pemba, particularly, the trees are most impressive for their height and luxuriant foliage. In Zanzibar they are usually smaller, because they are also younger, having been planted only ten or 15 years ago, to replace older trees killed by the dreaded "sudden death."

Planting of the trees is done with seedlings raised in nurseries by the Department of Agriculture and sold to growers. The seeds are taken out of the fruit and are planted eight inches apart in light shade. They are watered and cared for so that they are ready to plant out in the



De-stemming clove buds in Zanzibar.

open 15 months later, during the heavy rains of April and May.

Nowadays, the Department of Agriculture recommends transplanting into the field at intervals of 25 feet or more (although a distance of 30 feet—which would mean only 50 or 60 trees to the acre—would perhaps be too great, especially if the new plantation is to last only 25 or 30 years). The older Arabian plantings were 21 by 21 feet, and rather too close; these groves contained about 100 trees per acre.

Nurse crops of bananas and cocoa-yams should be planted a year prior to the cloves, so that the young clove trees will be protected from wind and excessive sunshine. After planting, deep cultivation should be applied. Saplings will bear a few cloves when about five years old, but the trees do not reach full bearing until perhaps 25 or 30 years of age. The maximum age which a clove tree can reach is not known, because the hurricane of 1873 wiped out nearly all the first generation of trees in Zanzibar. (There are trees on Pemba which may be 80 years of age or more.) It can be assumed that 50 to 60 years represents the normal economic life of a clove tree.

Harvest of cloves should take place when the buds have grown sufficiently large, and when the base of the calyx

has turned from its original green to pink. If the buds are left on the tree, they turn a bright red, and then open so that the flowers are fertilized and produce seed. When this happens, the head is lost, and an inferior spice, lighter in weight and known as *mother-of-clove*, results. This last is thick and red in color. When it is collected together with normal buds, the mother-of-clove must be taken out by hand after drying of the buds.

There are two principal clove harvests in Zanzibar and Pemba: the "mwaka" crop, which lasts from July to September, and the "mvuli" crop, which lasts from November to January. In some years the "mwaka" yields more cloves, in other years the "mvuli" does. In Pemba, where most of the cloves come from, the southern clove areas tend to have "mwaka" crops, the northern areas "mvuli" crops. The year 1957 was exceptional in that all areas had an early harvest.

Harvesting of the buds is done by crews of men, women and children. They pick the clusters within reach, or climb into the trees and tear off the more remote clusters by means of hooked staffs. The clusters are placed in baskets slung around the shoulders of the workers. On very tall trees, many clusters remain on the more remote and fragile branches, since they cannot be reached, even with long sticks.

After the clusters have been collected, the workers carry them to the sheds. Here, squatting on coconut mats, they separate the buds from the stems. This is easily done by brushing a bunch with the right hand against the palm of the left hand, buds and stems being accumulated in separate heaps.

The separation finished, each worker carries his output to the foreman of the plantation, who measures the quantity in a "pishi"—a brass container holding about four pounds of fresh cloves.

A worker's pay is based upon the number of pishis he has harvested. An experienced worker can collect as many as 50 pishis a day; an exceptional worker even more. Wages vary from year to year, and increase as the crop advances.

In August, 1957, wages amounted to about one-half shilling per pishi; this was at the beginning of the season, when there were plenty of cloves on the trees. Later in the season, wages usually increase to three-quarters of a shilling per pishi; then, towards the end of the harvest, when the trees become barren of cloves, they may go as high as one shilling per pishi.

After separation from the stems, the fresh cloves are dried in the sun. On modern shambas, this drying is done on concrete floors; on small, old-fashioned plantations, grass or fiber mats are used. During periods of sunny weather, drying of the cloves requires four or five days. To assure proper drying, the cloves are spread out in thin layers and turned over from time to time. On cloudy days, drying requires more time; during rain showers the cloves must be covered with mats.

Properly dried, cloves weigh about one-third as much as fresh cloves. They have a "bold" appearance, a reddish-brown color, and a light brown head. Cloves exposed to rain during the drying process ("kokher" cloves) are shrunken, somewhat shriveled, and of darker color than sun-dried cloves.

The average yield of cloves per tree amounts to about seven pounds, but in a big harvest—such as that of 1957—a mature Pemba tree may produce 40 or more pounds of dried cloves. The yearly total production of dried cloves in Zanzibar and Pemba varies greatly from year to year, fluctuating between 2,000 and 20,000 English long tons. Average yearly production for the last ten years has been about 10,700 tons. According to very recent information, the 1956/1957 crop is the largest ever recorded! The highest previous record was 1937/1938, with 21,186 tons.

Pemba supplies roughly 83%, Zanzibar approximately 17% of the total yearly output of both islands.

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San Francisco Samplings

By MARK HALL

■ ■ Mr. and Mrs. Adalberto Vertes, of Rio de Janeiro, who were visiting the United States, included in their calls John Pollaro, of Hard and Rand, and his family. Mr. Vertes is a prominent exporter of Brazilian coffees, under the company name of Vertes & Cia.

■ ■ The market is quiet but steady locally at this time during May. There has been more activity than for the past weeks or month. Roaster stocks had fallen quite low, but it came time to replenish and there were some sizable transactions. The roasters, in anticipation of a break in the market, had held off as long as they could. They could not be blamed for this, in view of the statistical position of coffee.

Green men now believe that prices will stay around these levels for some months, or weeks at least. The fatal moment has been put off, but that does not mean that it cannot happen.

Lower priced coffees are more sought nowadays than at any time in the past. Buyers are very price conscious. Africans are bought more freely by the vacuum-pack roasters, as well as the instant producers. They are also active in shopping for lower class milds.

Brazils are said to be the forgotten coffee. The price is too high in relation to milds. For example, at the time of this writing, nearby Colombians sold ex-dock for 53.75. Brazils for about 30 days later shipment could be had for from 1¼¢ to 1½¢ less.

Local roasters are doing well, but supplies are not too plentiful. While the market is always a concern, it is being alleviated somewhat by plans for the PCCA convention, to which all local coffee men look forward with pleasure.

■ ■ A very personable and able young woman, Lynne Mapel, assistant to the director of public relations of The Coffee Brewing Institute, spent some time in the Bay region addressing women and industry groups on coffee, and the Institute's message regarding it. While here, she worked in collaboration with Jack Leach, CBI's West Coast representative.

During April, Lynne and Jack presented a coffee program before the San Francisco Unified School Home Economists at Galileo High School. The program included a short talk on coffee, presentation of the film in color, "The Story of Coffee," and a coffee brewing demonstration.

They also appeared before the convention of American Women in Radio and Television, where 300 professional women were present. Coffee literature and material were distributed.

One of the highlights of the work here by Lynne and Jack was a report to a meeting of some of the top coffee men in San Francisco. The purpose

HOW TO PLAY THE STOCK MARKET

By Mark Hall

See

"Mark my word"

on Page 50

was to keep the coffee leaders well informed on the work of The Coffee Brewing Institute. Among those present were Warren Kludt and W. Gordon Yates, of Schilling's; Hal Chase, of Batten, Barton, Durstine & Osborne, who handle the MJB account; Ben F. Howe and Larry Moore, of Folger's; Leonard Woolams and Vera Merrill, of Jones-Theirbach; T. Carroll Wilson of Hills Bros.; and Ed Manning, of Manning's Coffee.

■ ■ Robert (Bob) Nice, of Balmer Lawrie Co., Ltd., Calcutta, was a visitor last month and spent some time with tea man Ed Spillane, of Haly's. It was learned that the Calcutta market did not do as well last year as the Ceylon market. It is hoped that with an adjustment of prices this year, more activity will be found for India's tea.

Ed also reports that Malcolm Bartlett, of Leechman & Co., Ltd., Colombo, visited this city last month.

■ ■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc. flew to Shizuoka, Japan, last month to be on hand at the opening of the tea season. John Siegfried will come out of retirement to fill Paul's place here. John will have to cut down on his fishing dates during that period.

■ ■ Miller Riddle spend some time in Mills Hospital on the Peninsula last month. He has not been well for some time.

■ ■ Stephen F. Hall, who was with Isbrandtsen here, left last month for Los Angeles to become manager of the office there. Steve is well known in the coffee and tea trade. He has been with the Isbrandtsen Lines for about nine years and prior to that with the Grace Lines. The round-the-world Isbrandtsen ships are now bringing in tea from Japan and Formosa.

■ ■ Bill Rogers, of W. R. Grace & Co., who had quite a siege from flu and complications, is home from the hospital and doing nicely.

■ ■ Hawariat Wolde, of Ethiopia, was a visitor at Folger's last month. He spent some time with Hans Mueller and Peter Folger to learn details of the coffee business. He was on a month's visit to the United States to study various aspects of industry, social problems and the coffee business.

■ ■ The American Spice Trade Association held its 52nd annual meeting and convention at Grove Park Inn, Asheville, N. C. early last month. Among those who attended the convention from this city were Mr. and Mrs. Ralph J. A. Stern, McClintock-Stern Co.; Harold Gavigan, B. C. Ireland, Inc.; Peter Gavigan, California Commodities Co.; and Harold Pauli, R. C. Pauli & Sons. Harold Gavigan was reelected to the board of directors.

■ ■ President J. A. Folger was given a surprise anniversary party at the University Club by Folger executives and department heads. It marked 35 years of activity with the company. Bill Seely, in the full regalia of a Latin-American coffee grower, extended the welcome to J. A.

■ ■ Werner Lewald, of the Transpacific Transportation Co., spent several weeks traveling up and down the coast with M. Madono, managing director of the Nitto Shosen Co., Ltd., which recently started a monthly service between Japan and the Coast. They visited Portland,

(Continued on page 88)

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New York News

■ ■ Coffee men at the New York presentation of the Pan-American Coffee Bureau's iced program were impressed by the power behind this year's drive.

The presentation was made at the Park Lane Hotel.

Jack Evans, special consultant to PACB, chaired the event.

The handling of the color slides illustrating the talk was the snappiest and most expert many of the coffee men had ever seen.

■ ■ The coffee trade is mourning the death of Theodore R. Korbin, who was active in green coffee for more than four decades. He was 56.

Mr. Korbin was the brother and partner of William Korbin, of William L. Korbin & Co., Front Street green coffee firm.

Theodore Korbin began in coffee in 1917, when he joined Rutger, Bleecker & Co., importers and commission agents, as a salesman.

About seven years later, he joined his brother in William L. Korbin & Co., and he remained with that firm until his death.

Theodore Korbin was widely known in the trade throughout the United States, and in other countries, too.

Members of the trade extend their condolences to his wife, Mrs. Lillian Korbin.

■ ■ Another Latin American coffee producing country will establish a coffee office here, according to a Comtelburo report from Guatemala.

President Miguel Ydigoras has decreed the establishment of an official coffee sales office in New York City.

The office, according to the decree, will maintain stocks for immediate delivery. It will operate under the control of Guatemala's National Production Development Institute.

■ ■ Joseph C. Beatty, well known to the coffee fraternity as northbound freight

agent for Moore-McCormack Lines, has been promoted to inward traffic manager for the American Republics Line service, according to an announcement by William T. Moore, president of Moore-McCormack Lines.

James Fee, is now inward traffic manager for the Robin Line service, Mr. Moore also announced.

Joe Beatty has been with Moore-McCormack since 1939. He started in the purser's office on the Uruguay. Later he served in the line's Baltimore and Portland, Oregon, offices and in Sao Paulo, Santos, Rio de Janeiro, El Salvador and Belem.

Mr. Fee joined the Robin Line in 1953. When Moore-McCormack acquired the line in May, 1957, Mr. Fee was made inward freight agent.

■ ■ Visiting New York City recently was Dr. Carlos Sanz de Santamaria, Colombia's Foreign Minister. He was here as head of a Colombian Economic Mission which held talks with bankers and with government officials in Washington, D. C.

Dr. Sanz de Santamaria is a member of the board of directors of the National Federation of Coffee. He was invited by leading coffee men in El Salvador to visit them on his way back to Colombia, and planned to stop there accordingly.

Scheduled to accompany him as far as El Salvador was Andres Uribe, head of the New York office of the Federation.

■ ■ The Nestle Company, Inc., swung wide the doors of its new home last month, welcoming friends at a housewarming party in its newly completed American Headquarters Building, 100 Bloomingdale Road, White Plains, N. Y.

At the new headquarters, a modern, efficient business office has been combined with pleasant, park-like surroundings.

■ ■ Two men who have served Jabez Burns & Sons, Inc., for 50 years were recently honored by company officials at

a luncheon. The two men are T. Ralph Saint and Walter J. Pitts.

Mr. Saint joined Burns in April, 1908, as a draftsman. Soon after he took on the additional assignment of company photographer. In 1919 he went into the sales department, and in 1939 was placed in charge of all erection and field installation work. In 1953 he took over several research projects for the company. Mr. Saint has been on the Burns board of directors since 1940.

Mr. Pitts started with Burns in 1907, when the factory was still located in lower Manhattan. One of his first assignments was to install the wiring in the "new" building, when Burns moved in 1908. "Pittsy" has had charge of factory maintenance ever since, and has started up virtually every machine in the plant. In addition, he served as granulator foreman and had many other assignments, including field repair and installation of roasters and granulators.

■ ■ J. N. Soares, New York coffee agent, will be leaving soon for a short trip to Portugal. While there he will visit with various coffee people, see friends and spend some time with his relatives.

Mr. Soares is an agent for various Angolan shippers.

■ ■ Wm. H. McGee & Co., Inc., marine underwriters, has applied for membership in the National Coffee Association. Marine underwriters since 1881, the company has 16 branch or service offices in the United States and Canada. It is also represented in principal cities throughout the world. Harold Jackson, president of the firm, is a prominent figure in international marine insurance circles.

■ ■ In New York City last month for several weeks was Charles de Freitas, representing the Coffee Growers Association of Trinidad and also the Cocoa Planters Association. In general, he was here to promote foreign investment in that area and to develop export markets here. Specifically, he was exploring, among other things, the possibility of arrangements for the production and distribution of soluble coffee in Trinidad.

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New Orleans Notes

By W. McKENNON

■ ■ Adalberto Vertes of Vertes and Cia., Ltd., Rio de Janeiro, accompanied by Mrs. Vertes, spent several days in New Orleans, where he made his headquarters at the offices of J. P. Marks, his New Orleans representative.

■ ■ The Foltz Coffee Company advertised its new "Coffee's Ready" in the local papers. It is described as concentrated liquid coffee which may be poured in small amounts into the cup and filled with hot water. One thousand eight-ounce bottles are to be given to the people sending the first 1,000 post cards (not later than April 30), requesting a sample, without cost or obligation.

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., Inc., announced that Fred R. Wendt has been appointed assistant vice president in charge of traffic. Mr. Wendt has been with the company since 1946. Also announced was the promotion of Richard F. Wismar, Jr., to assistant secretary of the company. Mr. Wismar has been with the company since 1944.

■ ■ Bickford Graf won the Kentucky Derby contest held each year in connection with the annual outing of the New Orleans Green Coffee Association at City Park, sponsored by Dupuy Storage and Forwarding Corp.

■ ■ W. C. Englisbee, of the local office of Ruffner, McDowell & Burch, is spending some time in the New York City office.

■ ■ Victor de Sola, of H. de Sola e Hijos, San Salvador, made a business visit in New Orleans recently, en route to New York City.

■ ■ The Lykes Bros. Steamship Co., Inc., has announced the election of three new directors, bringing the total number to 12. The newly elected directors are Harold H. Helm, chairman of the Chemical Corn Exchange Bank of New York; Charles P. Lykes, president of Lykes Bros., Inc., of Tampa, Florida; and A. Q. Petersen, chairman of the Wesson Oil and Snowdrift Co., Inc., New Orleans. All other directors were reelected.

■ ■ Murillo Goncalves do Amaral, of H. Goncalves, Filhos and Cia., Rio de Janeiro, made his headquarters at the offices of C. E. Schmitt, his representative, while here recently after visiting New York City. He returned to Brazil after his New Orleans visit.

■ ■ Members of the trade attended a cocktail party hosted by the Pan-American Coffee Bureau at the St. Charles

Hotel to point up the beginning of the iced coffee season.

■ ■ Among coffee roasters and importers who attended the Southern Coffee Roasters meeting in Charleston, S. C., at the Frances Marian Hotel were James Meyers, Oulliber Coffee Co., Inc.; Phil Ricks, Adolph C. Ricks & Co.; Albert Barrientos, Westfeldt Bros.; Louis Castaing, Leon Israel & Bros., Inc.; Albert Schaaf, Stewart Carnal & Co., Ltd.

■ ■ The home of the William Burkenroads, Jr., was among those opened in Pass Christian for the annual picnic and garden pilgrimage of the New Orleans Garden Society.

■ ■ J. Arthur Marquette, of New York City and formerly of New Orleans, has been appointed vice president in charge of the steamship and domestic pier departments of the United Fruit Co. He succeeds H. Harris Robson, who has retired. Mr. Marquette became associated with the company in 1925. In 1951 he was appointed assistant to the vice president in New Orleans and in 1954 was named assistant vice president of the company, with offices in New York City. Mr. Robson will continue to serve on the company's board of directors.

■ ■ Robert C. Stolk, vice president of sales for the American Can Co., has announced that a southern sales area has been established, with headquarters in New Orleans. William V. Lyons will be area manager. R. C. Coleman will be assistant area manager.

■ ■ Jean Abile-gal of Etablissement Jean Abile-gal, Paris, was a visitor to New Orleans, where he made his headquarters at the offices of David Kattan, his representative here. Mr. Abile-gal conferred with Mississippi Shipping Co. officials, who stated that sales of African coffee are increasing, with 16,000 tons shipped here last year. Plans for the construction of a cocoa plant were also discussed. If built, the plant would handle cocoa from the Ivory Coast of French West Africa.

■ ■ Edward F. Spurl, Jr., has been named southern division manager of the United Fruit Co., according to an announcement by Kenneth R. Redmond, president. Mr. Spurl replaces vice president Joseph W. Montgomery, who is retiring, but will continue on the board of directors.

■ ■ The Wm. B. Reily Coffee Co. will build a new 75,000 square-foot plant near the industrial Canal, to open early in 1959. The new plant will be used primarily to produce instant coffee. The company has been obtaining its instant

coffee elsewhere, and the new plant will supplement this source.

■ ■ J. P. Marks, coffee broker, has returned to New Orleans after a business visit to the interior.

Chicago

By HARRY LANE

■ ■ Stewarts Private Blend Coffee Co. is trying out a coffee flavored candy named Stewarts Private Blend Coffee Candy—ten rolled pieces in a package, to retail for a dime.

■ ■ George Snyder has been named advertising and sales promotion manager for Kroger's Chicago division, succeeding Charles D. Kennedy who resigned to join the N. W. Ayer & Sons advertising office here.

■ ■ Silex is moving its Hartford plant and offices and the Philadelphia factory to Chicago, to their large, modern plant at 6333 West 65th Street. S. M. Ford is president of the company, which includes the Enterprise division from Philadelphia and the Chicago Electric division. Adam Hepp is general sales manager.

■ ■ The Superior Tea & Coffee Co., Chicago, introduced their new coffee package design to restaurateurs in the Town Club of the Sheraton Hotel last month. The firm will abandon its well-known 45-year trademark in favor of a simplified modern package design for its restaurant coffees and related food products, according to Earl Cohn, executive vice president.

■ ■ The coffee department of Safeway Stores has a huge contest underway to boost coffee sales. Included in the awards for the winners of the sales drive are 1,750 shares of Safeway Stores common stock.

The contest is confined to employees of the big company, and each retail division enters the contest on a voluntary basis. Safeway brand coffees are the lines to be pushed during the contest. The coffee department is under the direction of Rodger Baker.

San Francisco

(Continued on page 85)

Seattle, Vancouver, Los Angeles, San Diego and Ensenada, Lower California. The company's ships will bring Japanese tea to these points. Werner's firm is the Pacific Coast representative of the Japanese company.

■ ■ On the bleachers for the opening game of the Giants and the Dodgers were many coffee and tea men. Notable among them was Charlie Montague of MJB, one-time big-league professional. His brother, Eddie Montague, was the scout who picked Willie Mays. Bill Hughes and Ed Spillane were also there.

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Coffee

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Adds two distributors for sale of vanillin in United States

The Ontario Paper Co., Ltd., Thorold, Ontario, Canada, has appointed two new distributors for the sale of its vanillin in the United States. They are the Zink and Tricot Co., Philadelphia, and the S. B. Penick Co., New York City.

Shulton, Inc., U. S. distributors of the Ontario Paper Co.'s vanillin for more than two years, will continue as a major distributor.

world tea production rising

(Continued from page 79)

trees. Also, there has been a chronic shortage of equipment for tea leaf processing.

European planters, who are by far the largest producers, seem reluctant to make further investments because of taxes and other expenses.

Iran produced 14,500,000 lbs. of tea during 1957. This compares with 14,100,000 lbs. in 1956, 13,000,000 lbs. in 1955, and 1,000,000 lbs. during the prewar (1935-39) period.

The quality of most Iranian tea has not been good. This has long been a problem, because even with an import demand, the lower grades of Iranian tea have had no effective market.

An Iranian import regulation permits tea imports only by local tea processors. By blending local and imported tea, these processors could turn out a product which sold at about the same price as imported tea.

Turkey did not produce any tea prior to 1940. However, from 1946 to 1950, production averaged 312,000 lbs. This increased to 2,500,000 lbs. by 1955, and in 1957 it was 3,200,000 lbs.

Tea production expansion is planned in Turkey, but the country is likely to be a net importer for some time.

Malayan production of tea increased from a prewar (1935-39) average of 1,000,000 lbs. to an estimated 5,000,000 lbs. in 1957.

Tea is an important export for Formosa, and since 1950 there has been steady production rise—from 21,200,000 lbs. in 1950 to an estimated 35,200,000 lbs. in 1957.

The increasing quantity of black tea being produced by Formosa is significant. Formosa, long famous for Olong tea, now is producing more black tea, since its primary market is the United States.

(Next month: China, Africa)

springboards for iced tea growth

(Continued from page 76)

iced tea's major assets and its key advantages over Coca-Cola and to an even greater extent, hot coffee: namely, that iced tea is "thirst-quenching" and "refreshing."

4. The simple idea of promoting—but the much more difficult job of accomplishing—the use of at least one tea bag or one teaspoon of tea per cup might help in this

area of increasing the concept that tea is an invigorating, bracing kind of drink. It would result in a product that is in fact more invigorating, and hence the product itself would make it easier for advertising to affect the desired change in image. Hence, the use of more tea per cup or glass would not only increase the number of pounds sold for the same number of cups or glasses, but also might increase the desirability of tea and hence the number of cups and glasses that are consumed.

5. Since the between-meal market grew appreciably from 1947 to 1958, and since iced tea as a between-meal drink did not maintain its proper share of this growth, special emphasis on the between-meal market would seem to me to be desirable. And since one of the reasons for having a beverage between meals is to have a "pick me up," the accomplishment of the concept of greater invigoration would seem to be a "natural" for this between-meal market.

6. I would guess, though I have no scientific evidence to support it, that restaurant promotion of the reminder type would have a salutary effect on restaurant consumption of tea, particularly reminder promotion concentrated at the start of the iced tea season.

7. Finally, let me point out that in iced tea you have a very popular drink, and a drink that has made significant progress during the last ten years!

1958 iced tea campaign objectives

(Continued from page 77)

you—and for millions of Americans in practically every age group in this year's iced tea campaign.

The tune, voices and general staging are wholesome, attractive and in keeping with the pleasant association which exists in the minds of most people when they think of iced tea.

We're using the same basic selling strategy—the same highly successful theme we used in last summer's campaign: "Why don't you have iced tea more often?"

The first version is the big band treatment. This version employs a large (20 pieces) orchestra playing in the musical style of "sweet swing." A special musical arrangement of the iced tea song was written, and one of the networks' leading quartets (three men and a girl) sing the words. This version has been recorded in 60, 30, and 20 second spots.

Our next musical treatment we call the Dixieland version. This employs an authentic Dixieland band with the rhythm and flavor of New Orleans. Two vocalists—a man and girl—sing the words in true Dixieland fashion. This version was also recorded in 60, 30, and 20 second commercials.

Our third arrangement we call the smooth, modern version. This is offered by a quartet featuring a soft piano background and using the same two fine ballad singing stars who recorded our commercials last year. This version, too, was recorded in 60, 30, and 20 second commercials.

Frankly, we believe we have a tremendous campaign. Coupled with your individual efforts, it should give us the biggest iced tea season yet.

Of the total United States radio homes 76% will be reached by our iced tea messages, which means that 125,000,000 of your customers will be constantly reminded to have iced tea more often.

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"Yours for the Asking"
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